



# TELEVISION NEWS

A SERVICE OF



June 1, 1955

ALL NORTH AMERICA BECOMES SETTING FOR NBC'S "WIDE WIDE WORLD"  
AS U.S., CANADA AND MEXICO ARE PICKUP POINTS FOR BIG TELECAST

- - -

Program Conceived by NBC President Weaver Will Enable  
Telev viewers to Experience Thrills of Scenes And  
Activities at Famed Locales in All 3 Lands

North America becomes the television stage on which a new programming concept will be unveiled when the National Broadcasting Company, in conjunction with the television networks of Canada and Mexico, introduces WIDE WIDE WORLD on Monday, June 27, from 8 to 9:30 p.m., EDT.

Conceived by NBC President Sylvester L. Weaver Jr., "Wide Wide World" will enable millions of North Americans to experience the thrills of new places through live television. The telecast will take the audience back and forth across the face of the continent for more than 32,000 miles, equal to 1-1/3 times around the world.

With origination points in three countries, this will be the first time in broadcasting and entertainment history that American, Canadian and Mexican technical and programming facilities have been combined for one show. In spanning the three North American countries, "Wide Wide World" will have the largest hookup of stations ever grouped for one telecast. Cooperating with NBC-TV in this historic event is the Canadian Broadcasting Corporation and Emilio Azcarraga Jr.,

(more)

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THE NATIONAL BROADCASTING COMPANY (NBC) HAS BEEN ADVISED BY THE  
FEDERAL BUREAU OF INVESTIGATION (FBI) THAT THE FOLLOWING INFORMATION  
IS BEING FURNISHED TO YOU FOR YOUR INFORMATION:

ON JANUARY 1, 1955, THE NATIONAL BROADCASTING COMPANY (NBC) WAS  
ADVISED BY THE FBI THAT THE FOLLOWING INFORMATION IS BEING  
FURNISHED TO YOU FOR YOUR INFORMATION:

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head of the network of television stations in Mexico. "Wide Wide World" is being produced by the NBC special events department directed by Barry Wood.

Presenting this unique first in the world of television will be Ford Motor Company and Radio Corporation of America, sponsors of the "Producers' Showcase" series seen every fourth Monday in the 8 to 9:30 p.m., EDT, time period.

A Summer evening's entertainment will be the theme of "Wide Wide World." A "picture yourself here" feeling will be conveyed to viewers as the program tells its story of people -- from East Coast to West Coast, from South of the Border to our Northern neighbor. "Wide Wide World" will picture what they are doing...where they are going...how they are being entertained...how they are entertaining themselves.

This inter-American telecast will truly illustrate the ever-expanding scope of television. The eyes of 40 TV cameras will be employed. Twelve mobile vans scattered all over the continent will tie in a record number of live remote pickups. More than 1,000 Americans of three countries, including performers and technicians, will be involved in the production.

In its entertainment panorama of the United States, "Wide Wide World" will spend the first Monday night of Summer in viewing such pastimes as skiing on Mount Hood, swimming in the Pacific surf, a jazz session in a New Orleans cabaret or a water extravaganza at Jones Beach, Long Island, New York.

The Canadian origination will be from the Dominion's greatest cultural event, the famed Shakespearean Festival at Stratford, Ontario. The gala opening night festivities and part of the play "Julius Caesar" will be televised.

(more)



of the network of television stations in Mexico. "This station" is being produced by the IBC board of directors and is being directed by Mr. Wood.



Live from Tijuana, Mexico, will come the music, dancing, gaiety and laughter of a holiday fiesta. Also, in his initial appearance on television, Cantinflas, one of the world's greatest comics, will face "El Toro" in the bull ring.

The first six pickup locations of "Wide Wide World" will point up the time differences across the continent. Through use of a "slow switch" device, they will produce the experience of traveling across the United States in slightly more than four minutes to show what Americans are doing at that hour and set the stage for the Summer evening's entertainment that follows. The live pickup sequence will be:

NEW YORK -- from the roof of the RCA Building, 65 stories above the city streets, the picture zooms down to a Times Square location. It's 8 p.m. and the people pouring out of the subway exits are rushing off for an evening's fling. Out in...

CHICAGO -- it's still the dinner hour. The view of the Windy City skyline is framed through the huge window of the Tip Top Tavern high up in the Allerton Hotel. Next stop is at...

DES MOINES -- where a farmer is silhouetted in the day's last light as he herds his cows in from the fields. The rural atmosphere is interrupted for the citified ways of...

DENVER -- from the chief intersection, the camera will highlight workers streaming out of the office buildings. Off to the West are the towering Rocky Mountains. The view suddenly changes to...

(more)

(over)

4 - 'WIDE WIDE WORLD' -- Telecast

SALT LAKE CITY -- and the other side of the mountains, seen in the distance behind a Utah factory going at full blast. The Westward jaunt continues on to...

SAN FRANCISCO -- and the Pacific Ocean. From the famous Cliff House, the live television camera shows the waves crashing against the rocks below. The picture is devoid of beach activity, but there's plenty of that further South in...

SAN DIEGO -- it's a sunny scene here, with swimmers enjoying the surf and sunbathers relaxing on the clear white sand. In the blink of an electronic eye, the view of the Pacific suddenly switches to...

JONES BEACH -- where in the gathering twilight, the waves of the Atlantic are rolling up to the nearly deserted beach. At the nearby marine amphitheatre, Guy Lombardo's water spectacle, "Arabian Nights," is under way. After 10 minutes of this exciting pageant, there's a return visit to...

TIMES SQUARE -- it's almost curtain time in New York. The crowds on 44th and 45th streets start to thin as theatregoers take their seats. "Wide Wide World" viewers are theatre-bound too, but in...

STRATFORD, ONTARIO -- for the premiere of the 1955 Shakespearean Festival. Governor-General Vincent Massey and distinguished members of the Canadian Parliament will be among those seen entering the Festival Theatre for a performance of "Julius Caesar." After 15 minutes here, the next stop is at...

(more)





MOUNT HOOD -- and Timberline Lodge, in Oregon. From the snowy slopes of this picturesque peak will be seen the long swooping thrills of the downward ski trail. A camera buried in a snowbank, protected by a plexiglass bubble, will shoot breathtaking views of champion skiers. A cooling sight indeed, on a Summer evening in June. The scene shifts to a warmer pastime and locale, in...

NEW ORLEANS -- and a hot jazz session. The setting is the Mardi Gras Lounge on Bourbon Street, where a five-man combine called "The Lizards" is blaring forth. The French Quarter atmosphere is replaced by Spanish surrounding of...

TIJUANA, MEXICO -- and fiesta time. Forty dancers from Mexico City will demonstrate the gay native dances. Colorful art and handicraft displays will be shown. Then on to the crowded bull ring where the comic Cantinflas, world-renowned pantomimist, will fight a live bull. The "Wide Wide World" adventure concludes with a coast-to-coast sweep showing...

SAN FRANCISCO's Golden Gate Bridge and...

NEW YORK's skyline.

Television and entertainment history will thus be in the making Monday, June 27, with the three-country, live-pickup presentation of "Wide Wide World."

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NBC-New York, 6/1/55

WOOD -- and Timberline Lodge, in Oregon. From the snowy

slopes of this picturesque town will be seen the long

sweeping valleys of the country and finally a number

buried in a snowbank, protected by a glassless window.

Will these breathtaking views of mountain peaks and

valleys right before you, on a winter evening in the

scene while in a warm room and looking out?

WILSON -- and a hot lake region. The setting is the small town

located on Highway 200, where a five-mile concrete canal

"The Lizard" is playing today. The famous canyon

atop is replaced by a large, modern building.

WYOMING -- and Great Salt Lake. From across the lake will

will be seen the lake and the native Indians. Located at the

historic site will be shown. Then on to the

will be shown the lake and the native Indians.

WYOMING -- will show a lake and the "Great Salt Lake"

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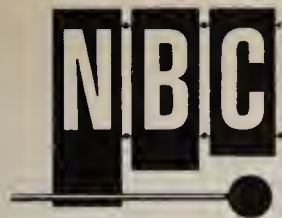
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# TELEVISION NEWS

A SERVICE OF



June 1, 1955

## 'WIDE WIDE WORLD'

- - -

The Planet Itself and Everything on It Inspired NBC President Weaver To Conceive Show Which 'No Person Young at Heart Can Ever Forget'

The idea for the new NBC program, WIDE WIDE WORLD, was broached outside an elevator at the network's headquarters in the RCA Building in New York.

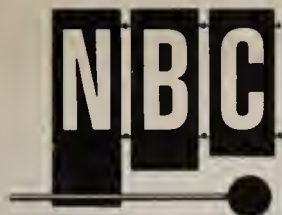
The scene, which took place early in 1953, was described by the New Yorker Magazine in a profile of Sylvester L. Weaver Jr., President of NBC.

At the elevator, Mr. Weaver ran into Davidson Taylor, NBC Vice President for Public Affairs. "Say, Dave," he called, "I've been thinking of a big new weekly show . . . I've got the title already. It'll be called 'Wide Wide World,' and it's great, just great . . . I'm writing a memo on it now."

"The next morning," the New Yorker profile noted, "a four-page mimeographed memorandum from Weaver dealing with the new program -- a program designed to some day take its place alongside such other big-scale Weaver inspirations as 'Today,' 'Your Show of Shows,' 'Home' and the network's current series of color Spectaculars -- lay on the desks of a number of NBC executives and producers."

(more)





# TELEVISION NEWS

A SERVICE OF







## 2 - 'WIDE WIDE WORLD' -- Background Story

The memo described the program as one which would take viewers wherever they would most like to go in their leisure time. 'Wide Wide World' is its name," Mr. Weaver wrote. "It takes you out. It takes you there. It puts you in it . . . By merely thinking about the name itself, you begin to think of subjects that would be fascinating if covered by 15 remote units simultaneously, with great writing and great pictures."

Mr. Weaver then sketched in a few ideas for the program: "From the top of Mount Baldy in Sun Valley, or Mount Mansfield in Stowe, Vermont, or both, we will be showing America pictures of skiing life, and then cutting to Palm Beach, Palm Springs, Cuba and Varadero Beach. We will split screen a man skiing down in Squaw Valley in California with a man riding a surfboard in from further South in California. We will watch the frogmen at the Hawk channel in Florida, or out Bahama way, and we will see the riders on the Arizona plateau . . .

"American beauty writes itself, for all have heard of, and all have not seen Niagara Falls, Yellowstone and Old Faithful, Death Valley and Mount Whitney, and depending on the season the wonders of blossoming of dogwood, or yucca, or desert wildflowers . . . This is not diversion, although it is diverting. This is really exploring, and those who take us out to show us what is what and how it looks will be those who have earned the right to speak with authority or with incisiveness . . .

"But we have not even touched on another phase of 'Wide Wide World.' We will be at the Hollywood Bowl for a symphonic concert one

(more)

The name described the program as the "Great White Wall"

and whether they would need time to go to their homes.

"We would like to see the name," Mr. Weaver replied. "It's a name for the

name you chose. If you put it in it, it would be a name for the

name itself, you begin to think of something that would be

interesting if covered by it. People would be interested in it.

and great picture."

Mr. Weaver then explained in a few lines for the program

in the top of Mount Baldy in San Diego, or some mountain in

the West, or both, we will be showing the picture in

the life, and then trying to get the picture, this picture, this

here. We will split the picture, and split the picture in two

in California with a picture of a mountain in the center

in California. We will make the picture in the center of the

picture, or the picture, and we will not the picture in the center

"American people, please, let the picture of the

have not been. Please, please, please, please, please, please

in the center of the picture, and the picture in the center of

picture of the picture, or the picture, or the picture, or the

picture, although it is interesting. This is really interesting.

those who take an interest in the picture, and the picture in the

those who have earned the right to show the picture in the

picture.

"But we have not even looked at another picture of the picture

we will be at the picture, and the picture, and the picture



### 3 - 'WIDE WIDE WORLD' -- Background Story

Sunday, and at Carnegie Hall or certainly Tanglewood and Robin Hood Dell another. We will go to the great centers of culture that we have all vaguely heard about, but that have been restricted in physical location or in ease of attendance. Americans should see 'The Love of Three Oranges' from the City Center. They should attend the Boston Pops. They should go to the Met and the San Francisco Opera House . . . The fine arts, in this exciting pattern, can find millions of new devotees."

Soon after this memo, "Wide Wide World" began taking shape as a program which goes far beyond anything that television has done so far. In a special film presentation, Mr. Weaver described it as a show for youth. "It will create an interest factor which no young person or any person young at heart can ever forget," he said. "It is a show for our young country, a country which we never know enough about."

But this is not a travelogue. These are fully planned, fully produced shows from the places where Americans go in droves, spending their hard-earned money, because they want to share in the richer, fuller life of this fabulously rich country. At first "Wide Wide World" would originate from North America -- from the U.S.A., Canada, and Mexico -- but the time will come when it could originate from almost any place in the free world. One day live pictures will be brought in from Europe, and that time is not far away.

Overseas television is already technically feasible. An article in the May issue of Reader's Digest points out that the newest relay methods give TV beams a range of at least 300 miles. A string

(more)



of relay stations could be set up around the entire world without a gap of more than 290 miles, according to the article. The line of stations would start in New York and extend through Canada, across Greenland and Iceland, on to Scotland via the Faeroes and Shetland Islands, then across Europe, Southern Asia and Pacific islands to Japan, and across the Pacific via the various island groups to San Francisco. Despite differences in broadcast standards, an international television network, known as Eurovision, has been set up and has operated successfully in Europe.

"Wide Wide World" is part of Mr. Weaver's concept of television as a "window on the world," which will expose viewers to all that is best in entertainment, culture and information. Sharing these experiences and viewing them at first hand, people will shed old misconceptions and will be brought to a closer understanding of one another. This whole process, Mr. Weaver believes, will be accelerated by the reality and impact of color television and will be vastly broadened by the advent of international telecasts.

"We cannot claim success for our society so long as any normal person in it has been denied exposure to the great ideas, the great achievements, the great history of man," Mr. Weaver said recently. "Here lies the opportunity and destiny of television -- for it is the one communications medium that can offer that exposure to everyone in a living, vibrant, interesting form."

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NBC-New York, 6/1/55







# COLOR TELEVISION NEWS

A SERVICE OF



FULL-LENGTH COLOR MOTION PICTURE TO BE SHOWN ON TV PRIOR TO  
MOVIE HOUSE RELEASE FOR FIRST TIME AS NBC  
SUNDAY SPECTACULAR THIS FALL

- - -

Rex Harrison to Star in Alexander Korda Comedy, "The  
Constant Husband," As First NBC Film Spectacular

NBC-TV will pioneer in the showing of a full-length color motion picture prior to movie house release when it presents "The Constant Husband," starring Rex Harrison, as one of its 90-minute Sunday night Spectaculars this Fall, it was announced today by Thomas A. McAvity, Vice President of the Television Network for the National Broadcasting Company.

Telecast of the comedy on NBC's upcoming "Color Spread" series, which starts Sept. 11th (7:30-9 p.m., EDT), will mark the first filmed NBC Spectacular.

Harrison heads the all-star cast of "The Constant Husband," a Sir Alexander Korda presentation. Other favorites appearing in the comedy will include Margaret Leighton, Kay Kendall, Cecil Parker, Nicole Maurey, George Cole, Raymond Huntley and Michael Hordern.

"This precedent-setting programming of a full-length motion picture as one of our Spectaculars," Mr. McAvity said, "is another NBC move to bring the television audiences the best in top-calibre

(more)





entertainment events, to provide viewers with the best possible fare, regardless of cost. At the same time, we believe 'The Constant Husband' may well provide a yardstick for future television-movie house relationships."

The motion picture is the laugh-packed story of an amnesia victim, portrayed by Harrison, who wakes up one morning in a remote Welsh village to discover that he is a bigamist seven times over. A bigamy charge ensues. Helped by his psychiatrist, played by Cecil Parker, and his lawyer, Margaret Leighton, a non-guilty plea is made, but rather than face seven ex-wives, he reverses his plea in favor of jailed asylum.

"The Constant Husband" was produced by Frank Launder and Sidney Gilliat. Gilliat directed his original screenplay which he co-wrote with Val Valentine.

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NBC-New York, 6/1/55

...to show... with the...  
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...will provide a...  
...re...

The motion picture is the...  
...by...  
...to...  
...helped to...  
...and his...  
...the...  
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The...  
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...the...



color television presents

# A MAX LIEBMAN PRODUCTION

OFFICIAL CAST AND CREDITS FOR MAX LIEBMAN'S SATURDAY, JUNE 4  
SPECTACULAR, OSCAR STRAUS' "THE CHOCOLATE SOLDIER,"  
ON NBC-TV (9 TO 10:30 P.M., EDT)

These are the official cast and credit lists for Max Liebman's final live compatible color Spectacular for the 1954-55 season.

## CAST FOR 'THE CHOCOLATE SOLDIER'

Nadina.....Rise Stevens  
Bumerli.....Eddie Albert  
Mayor Ludek.....Akim Tamiroff  
Masha.....Joan Chambers  
Alexis.....Earl Wrightson  
General Masakroff.....George Ebeling  
General Kirovitch.....Will Scholz  
Solo dancers.....Bambi Linn and Rod Alexander

## CREDITS FOR 'THE CHOCOLATE SOLDIER'

Producer-Director:	Max Liebman
Associate producer-director:	Bill Hobin
Book director:	Jeffrey Hayden
Music:	Oscar Straus
Original book and lyrics:	Rudolph Bernauer and Leopold Jacobson
American version:	Stanislaus Stange

(more)





2 - 'The Chocolate Soldier'

Television adaptation of the book:	William Friedberg, Neal Simon and Will Glickman
Dances and musical numbers staged by:	Rod Alexander
Musical director:	Charles Sanford
Musical arrangements:	Irwin Kostal
Choral director:	Clay Warnick
Choral arrangements:	Clay Warnick and Mel Pahl
Settings and art direction:	Frederick Fox
Costumes:	Paul du Pont
Production stage manager:	Sterling Mace
Technical director:	Heino Ripp
Lighting:	Fred MacKinnon
Audio:	Fred Christie
Assistant to Producer:	Max Siegel
Supervisor for NBC:	Hal Janis

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NBC-New York, 6/1/55

William F. Felt  
Simon and Will Gilman

Television adaptation of the book:

James and Michael Fox  
Stage 101

Not a student

Charles H. H. H.

Medical research:

John H. H.

Medical arrangements:

City, Michigan

General director:

City, Michigan and Will Fox

General arrangements:

Production and

Production and art direction:

Paul H. H.

Director:

Executive H. H.

Production stage manager:

John H. H.

Technical director:

John H. H.

Lighting:

John H. H.

Audio:

John H. H.

Assistant to Producer:

John H. H.

Representative for NBC:

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ABC-TV, New York, N.Y.





# TRADE NEWS

A SERVICE OF



June 1, 1955

TELECASTS OF TOP EASTERN COLLEGE FOOTBALL GAMES

ON FIVE REGIONAL DATES NEXT FALL ARE

AWARDED TO NBC BY ECAC

The Eastern College Athletic Conference television football package, involving top Eastern teams on five regional dates next Fall, has been awarded to the National Broadcasting Company, it was announced jointly today (Wednesday, June 1) by ECAC Commissioner Asa S. Bushnell and NBC Sports Director Thomas S. Gallery.

The series of telecasts is restricted to Districts 1 and 2 of the National Collegiate Athletic Association. This includes Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, New Jersey, Delaware and West Virginia.

The five regional dates are Sept. 24, Oct. 8 and 22, Nov. 5 and 12. As previously announced, NBC-TV also will telecast nationally eight intercollegiate contests under the plan authorized by the NCAA. This means that Eastern televiewers will be able to see on NBC-TV 13 consecutive games this season, beginning with the Miami-Georgia Tech game in Atlanta on Sept. 17 and concluding with the North Carolina-Duke battle in Durham on Dec. 3. An Eastern classic, the annual Army-Navy game, already is included on the national schedule.

(more)



2 - Eastern College Football Games

The revised NBC-TV schedule follows:

Saturday, Sept. 17 -- Miami at Georgia Tech

Saturday, Sept. 24 -- Eastern regional telecast. Also  
District 4 (Midwest) regional tele-  
cast of Notre Dame-S.M.U. game in  
South Bend, Ind.

Saturday, Oct. 1 -- Ohio State at Stanford

Saturday, Oct. 8 -- Eastern regional telecast

Saturday, Oct. 15 -- Notre Dame at Michigan State

Saturday, Oct. 22 -- Eastern regional telecast

Saturday, Oct. 29 -- Iowa at Michigan

Saturday, Nov. 5 -- Eastern regional telecast

Saturday, Nov. 12 -- Eastern regional telecast

Saturday, Nov. 19 -- UCLA at USC

Thursday, Nov. 24 -- Texas at Texas A. & M.

Saturday, Nov. 26 -- Army-Navy at Phila.

Saturday, Dec. 3 -- North Carolina at Duke

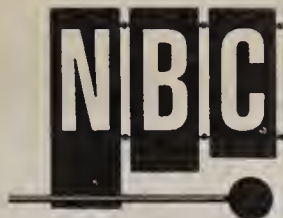
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NBC-New York, 6/1/55



The regular TV schedule follows:

- Saturday, Sept. 14 -- Miami at Georgia Tech
- Saturday, Sept. 21 -- Eastern regional football game
- Saturday, Oct. 5 (Midwest) regional game
- East of North Carolina, W.D. game in South Beach, Fla.
- Saturday, Oct. 12 -- Ohio State at Kentucky
- Saturday, Oct. 19 -- Eastern regional football
- Saturday, Oct. 26 -- Western game at Washington State
- Saturday, Oct. 31 -- Eastern regional football
- Saturday, Nov. 7 -- Western regional football
- Saturday, Nov. 14 -- Eastern regional football
- Saturday, Nov. 21 -- Game at home
- Saturday, Nov. 28 -- Game at home
- Saturday, Nov. 30 -- Army-Navy at Philadelphia
- Saturday, Dec. 7 -- North Carolina at home



A SERVICE OF



June 1, 1955

SENATOR MAGNUSON CONGRATULATES 'AMERICAN FORUM,' ON 27TH  
ANNIVERSARY, FOR 'BRINGING PEOPLE UNBIASED  
REPORT OF AMERICAN HISTORY'

"The 27th birthday of the 'American Forum' June 5 is an occasion of note for those of us in Congress..."

Thus wrote Senator Warren G. Magnuson (D.-Wash.), chairman of the Interstate and Foreign Commerce Committee, in a congratulatory letter to Sylvester L. Weaver Jr., President of the National Broadcasting Company.

Senator Magnuson's letter continued: "I especially appreciate the many opportunities that have been given to senators to take problems we must settle directly to the nation that provides the answer. The fact that these problems can have both sides thoroughly explained, always having spokesmen of comparable high caliber voicing the information, has proved invaluable.

"Perhaps I should say a word, too, for the individual you may not hear from on this anniversary. The one who sits by his radio or television set, digests the comments, translates his new-found information into action at his municipal, state and national levels of government. We know the listener and viewer is there because we hear from him.

(more)





"May the next 27 years -- and the 27 after that -- be as successful as the first 27 years have been in bringing the people an unbiased report of the American history that they are writing.

Gratefully yours,

Warren G. Magnuson."

AMERICAN FORUM, the oldest discussion program in broadcasting, is produced by Theodore Granik. It is presented on the NBC-TV Network at 3:30 p.m., EDT, and on the NBC Radio Network at 6 p.m., EDT.

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NBC-New York, 6/1/55

"For the next 27 years -- and the 27 years -- as we  
celebrate the 27 years have been in principle the same as  
the report of the American history that they are writing.

Graciously yours,  
Robert H. Lowery

AMERICAN FORUM, the oldest magazine program in  
the country, is produced by Thomas Schuchman. It is broadcast on the  
TV network at 3:30 P.M., but can be seen on the radio network at  
9:00 P.M. EDT.

Robert H. Lowery

PEABODY AWARD WINNER CHET HUNTLEY JOINS NBC NEWS  
AS STAFF COMMENTATOR ON WEST COAST

Chet Huntley, Peabody Award-winning news commentator and internationally known reporter, has joined NBC News as a staff commentator on the West Coast, John H. Thompson, manager of news and special events for NBC's Pacific Division, announced today.

Huntley's first major assignment will be to cover the tenth anniversary meeting of the United Nations in San Francisco in mid-June. He covered its organization in 1945.

His career began in 1933, a year before his graduation from the University of Washington, when he read items from the Seattle Star over a local station. Since then, he has worked for a major network in Los Angeles and has covered assignments in Europe, Mexico, Canada, and, most recently, at Badoeng, Indonesia.

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NBC-New York, 6/1/55



LEADY AWARDS WINNER CHET HUNTLEY JULIA 1963

AS STATE COMMISSIONER OF WEST COAST

CHET HUNTLEY, LEADY AWARD-WINNING NEWS COMMENTATOR AND

INTERNATIONALLY KNOWN REPORTER, HAS JOINED THE NEWS ON A TRIP

TO THE WEST COAST. JAMES H. THOMPSON, MANAGER OF NEWS AND

LOCAL EVENTS FOR NBC'S PACIFIC DIVISION, ANNOUNCED TODAY.

HUNTLEY'S FIRST MAJOR ASSIGNMENT WILL BE TO COVER THE

50th ANNIVERSARY MEETING OF THE UNITED NATIONS IN SAN FRANCISCO IN

JUNE. HE COVERED THE ORGANIZATION IN 1945.

HE COVERED NEWS IN 1945. A YEAR AFTER THE ORGANIZATION FROM

UNIVERSITY OF WASHINGTON WHEN HE BOULDERED THE PACIFIC

IN OVER A LOCAL STATION. SINCE THEN, HE HAS WORKED FOR A NUMBER

OF YEARS IN LOS ANGELES AND HAS COVERED ASSIGNMENTS IN HONOLULU, HAWAII,

AND, MOST RECENTLY, IN INDIANAPOLIS.

—Continued—

## NBC TO BROADCAST EISENHOWER'S TALK ON ATOMIC ENERGY

President Dwight D. Eisenhower's address on the peaceful uses of atomic energy, Saturday, June 11, at Pennsylvania State University commencement exercises will be broadcast by NBC Radio Network (including WRCA) from 10:30 to 11 a.m., EDT. The President's brother, Dr. Milton Eisenhower, president of the University, will introduce him.

A new atomic reactor will be installed at Pennsylvania State University on this date.

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3 STAFF MEMBERS OF AUSTRALIAN CONSOLIDATED PRESS TO ATTEND  
NBC-BARNARD COLLEGE SUMMER INSTITUTE OF RADIO AND TV

The Australian Consolidated Press, recently granted a license by the Australian Commonwealth government to operate a commercial TV station in Sydney, will send three of its staff members for training at the NBC-Barnard College Summer Institute of Radio and Television. Bruce Gyngell and Alexander Baz will come from Sydney to attend the Institute, which will be in session from June 27 through Aug. 5 at the School of Radio and Television in New York. Michael Ramsden, a member of the Consolidated Press staff in New York, will be the third Australian student.

It is expected that the Australian Consolidated Press station will be in operation late in 1956. At present, Australia has no TV.

The fifth annual NBC-Barnard College Summer Institute of Radio and Television will offer a program of six professional courses taught by specialists of the NBC staff.

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NEW TO BRITAIN'S TELEVISION...  
 President Dwight D. Eisenhower's address on the  
 subject of the atomic energy...  
 at Pennsylvania State University...  
 after will be broadcast on the radio network...  
 THE WASH. (APR 10:30 PM 11:00 PM) THE PRESIDENT'S  
 address, Mr. Wilson...  
 University, will...  
 A new atomic...  
 Pennsylvania State University...

3 STATE MEMBERS OF...  
 HONORABLE...  
 The...  
 the...  
 plan in...  
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 future, which will be...  
 vol of radio and television in New York...  
 the...  
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 I be in operation...  
 The fifth annual...  
 and television will...  
 and by specialists of the...



# MONITOR

## THE NEW NBC RADIO SERVICE

NBC PRESIDENT WEAVER TO INTRODUCE 'MONITOR'

ON SIMULCAST JUNE 12

- - -

Program to Showcase Exciting Features  
of New Weekend Radio Service

MONITOR, NBC's exciting new venture in weekend radio

programming, will be introduced on Sunday, June 12 (4-5 p.m., EDT) with a simulcast which, in the space of one hour, will encompass an enormous range of entertainment and information.

"Monitor" will continue on NBC Radio June 12 until midnight, EDT. On subsequent weekends, it will be broadcast from 8 a.m. Saturday until Sunday midnight, EDT on NBC Radio.

The simulcast on June 12 will be introduced by Sylvester L. Weaver Jr., President of NBC, who will explain the "Monitor" concept. Among the personalities who will appear on the simulcast are James Fleming, executive producer and editor of "Monitor"; Dave Garroway, Bob and Ray, Red Barber, Clifton Fadiman and Morgan Beatty.

"Monitor" will originate in New York at NBC's brand new Radio Central, a \$150,000 push-button "listening post of the world" and the most up-to-date communications center in broadcasting.

The simulcast, which will be produced and directed by Michael Zeamer, will serve to illustrate to viewers the scope of this dramatic new weekend service.

(more)

# WOMAN

THE NEW YORK TIMES

THE NEW YORK TIMES

ON TUESDAY, MAY 12

THE NEW YORK TIMES

ON TUESDAY, MAY 12

THE NEW YORK TIMES

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By way of looking in on America at play, "Monitor" cameras and microphones will visit Hermosa Beach, Calif., where a progressive jazz concert by Howard Rumsey and his six-piece group will be in progress. In startling contrast, "Monitor" next will take its viewers and listeners inside the walls of the Federal penitentiary at San Quentin.

In another unique feature on this introductory simulcast, "Monitor" will cover the departure at Idlewild Airport of a TWA Constellation, on which will be placed a special "Monitor" transmitter. Reports on the progress of the flight will be relayed directly back to "Monitor" radio listeners throughout the evening.

A filmed feature will present Dr. Nathan Pusey, president of Harvard University, and Dr. William Saltonstall, principal of Phillips-Exeter Academy, in a discussion of "The Spiritual Climate of America."

Another sharp change of pace will be the filmed appearance of Dean Martin and Jerry Lewis at Brown's Hotel in Loch Sheldrake, N.Y. Also, an unusual live pickup will be made from the famed Bucks County Playhouse in New Hope, Pa., where "Monitor's" cameras and microphones will cover a dress rehearsal of "The Fairly Fortune," starring Victor Jory.

Definitely on the lighter side will be a live pickup from a well-known New York tavern where Al Kelly, the double-talk artist, will interview a typical baseball fan in his own inimitable, man-in-the-street style.

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# TRADE NEWS

A SERVICE OF



June 2, 1955

VETERAN COMMENTATORS H.V. KALTENBORN AND TED HUSING JOIN  
HEADLINE TALENT ARRAY ON NBC'S "REMEMBER...1938"

- - -

Hour-and-Half of Nostalgic Variety With Topflight Performers  
Will Recall Mood, Mirth and Music of Eventful Year

Commentators H.V. Kaltenborn and Ted Husing will join stars  
Groucho Marx, Ethel Barrymore and Oscar Levant in Herbert Bayard  
Swope Jr.'s NBC-TV production REMEMBER...1938 on Sunday, June 19  
(7:30 to 9 p.m., EDT).

Kaltenborn and Husing will assist host-commentator Groucho  
Marx in recalling the calendar year of 1938 -- the last "normal" year  
before war talk filled the newspapers. Other stars to appear in the  
nostalgic tribute to '38 include young comedians Jonathan Winters and  
Sue Carson.

Devoted to a re-creation of all the aspects of life of 17  
years ago -- ranging from news headlines to the price of groceries --  
the production will blend live performances with film clips of the  
year's highlights. Ethel Barrymore will do a scene from "Whiteoaks,"  
one of Broadway's greatest hit plays of 1938 in which she portrays a  
105-year-old matriarch.

Pianist Oscar Levant will devote his portion of the program  
to two different phases of 1938. In a reminiscent mood he will play  
snatches of the year's popular tunes and talk about life as he recalls  
(more)



it during that period. (In 1938, Levant was a panel member of radio's highly popular program "Information, Please"). After his informal ramblings Levant will play a condensed version of George Gershwin's "Concerto in F" with Gordon Jenkins and his orchestra providing orchestral accompaniment. The "Concerto in F" is one of the selections which Levant played at a Gershwin Memorial Concert in New York's Lewisohn Stadium in 1938 on the first anniversary of Gershwin's death.

Among the guests who will be present in Hollywood for the hour-and-a-half production will be Walter Hickling Bass, of Brooklyn, N.Y., who won the Irish Sweepstakes in 1938, "Wrong Way" Corrigan whose name figured prominently in 1938 newspaper headlines and "Double No-Hit" Johnny Vandermeer. By means of film clips from news-reels, viewers will recall Joe Louis' knockout of Max Schmeling, the bombing of the U.S. Gunboat Panay, Lawrin's victory in the Kentucky Derby (the sound track of Ted Husing's commentary will be played and Husing will be interviewed immediately following).

Stanislavsky, founder of the great dramatic method which emphasizes realism and "living a part," died in 1938. Since the Stanislavsky school of thought has become increasingly influential with the passing years -- its current exponents (Marlon Brando and James Dean, for example) receiving 1955 plaudits -- a special satirical ballet on Stanislavsky will be presented. Choreographed by Miriam Nelson, the ballet will poke a bit of good-natured fun at the Stanislavsky devotees.

A second ballet will be done as accompaniment to a reading of James Thurber's fable "The Moth and the Star."

(more)







3 - 'Remember...1938'

Groucho Marx, who serves as host-commentator for "Remember... 1938" will mark another milestone of 1938, "Knickerbocker Holiday," when he sings (in serious vein) "September Song." The song was done originally in the musical production by Walter Huston. Groucho also will chat with H.V. Kaltenborn concerning some of the news stories of '38 -- serious, comical, sports and incidental.

Other categories of interest during the year of 1938 which will be featured in "Remember...1938" include customs and traditions of the time, finance stories of the day, literature, music, motion pictures, and drama (musicals, revues, serious drama).

Sue Carson, youthful comedienne and singer, will do imitations of some of 1938's most popular singing stars and will participate in sketches with Jonathan Winters. Winters will also deliver several humorous monologues.

"Remember...1938," written by Luther Davis and Charles Isaacs, will originate in the El Capitan Theatre in Hollywood.

Herbert Bayard Swope, Jr. is the producer-director of the production.

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NBC-New York, 6/2/55





# COLOR TELEVISION NEWS

A SERVICE OF



DAVID BRINKLEY, OF NBC WASHINGTON STAFF, TO BE COMMENTATOR  
ON COLORCAST OF PRESIDENT EISENHOWER ADDRESS AT WEST POINT

David Brinkley, NBC Washington correspondent, will be  
the commentator when NBC-TV presents President Eisenhower's  
commencement address to the United States Military Academy  
Class of 1955 on Tuesday, June 7 (10 a.m., EDT).

President Eisenhower's address will be part of a 30-  
minute NBC-TV color telecast originating from the West  
Point Field House. NBC Radio will carry the sound portion  
of the program from 3:05 to 3:30 p.m., EDT, on the same  
date.

Brinkley will present sidelights of the President's  
visit to West Point. The Chief Executive's own graduating  
class of 1915 is holding a 40th anniversary reunion there.

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NBC-New York, 6/2/55





## STEVE ALLEN AND 'TONIGHT' TROUPE TREK TO NIAGARA FALLS

- - -

### Famed Resort Inspires Special Features

What better way to celebrate the bridal month of June than to visit the honeymooners' mecca, Niagara Falls? That's the thinking that's behind the next out-of-New-York venture for TONIGHT, NBC-TV's late-evening variety show.

"Tonight," with Steve Allen and his gang of midnight pranksters, will visit the famed spot Monday, June 13 and has scheduled a full evening's activities for its after-dark explorations.

The "Tonight" cameras will focus on Prospect Point at the brink of the American falls. One portion of the busy evening's script calls for the televised re-creation of the "Maid of the Mist" legend. As the old Indian tales have it, each June the local tribe would send the most beautiful Indian maid crashing to her death in a canoe over the Falls. The Allen crew, lacking a willing maiden, plans to televise a canoe loaded with flowers plunging over the Falls.

From the Canadian side of the Falls, dozens of giant searchlights will play on the reenactment of the "Maid of the Mist" legend. Along International Bridge, the City of Niagara Falls will spot 20 searchlights to brighten up the setting.

Also on the busy agenda will be the reenactment of Magna Carta Day, a ceremony familiar to residents of the Canadian-American border. On this day, the neighboring countries demonstrate the friendship which has long existed between Canada and U.S. The ceremony will call for a torchlight parade of Royal Canadian Mounted Police, together with United States Army and Air Force personnel.

(more)

# STIVE ALLEN AND TONIGHT! TALKER BACK TO RICHMOND FALLS

Third Most Important Special to Close

What better way to celebrate the arrival of the new year than to visit the new year's mess, which is the first of the new year's mess. It's behind the next out-of-New-York version for tonight, which is a evening variety show.

"Tonight," with Steve Allen and his band of musicians.

Monsters, will visit the third most important, which is the new year's mess. It's behind the next out-of-New-York version for tonight, which is a evening variety show.

The "Tonight" camera will focus on the new year's mess.

of the American Falls. One portion of the new year's mess is for the television version of the "Night of the New Year" show, which is the old Indian version of the new year's mess. It's behind the next out-of-New-York version for tonight, which is a evening variety show. The Allen crew, looking a willing witness, will be a scene loaded with lights showing over the falls.

From the Canadian side of the falls, looking at the new year's mess.

its will play on the new year's mess, which is the new year's mess. It's behind the next out-of-New-York version for tonight, which is a evening variety show. The Allen crew, looking a willing witness, will be a scene loaded with lights showing over the falls.

Also on the new year's mess, which is the new year's mess.

On this day, the new year's mess, which is the new year's mess. It's behind the next out-of-New-York version for tonight, which is a evening variety show. The Allen crew, looking a willing witness, will be a scene loaded with lights showing over the falls.

As one of many guest visitors that evening, Steve Allen will have on hand Jean LeSieur, the last person to successfully navigate the Falls in a barrel. Monsieur LeSieur will be on hand -- with his barrel.

And Steve Allen promises, there will be at least one honeymoon couple.

The "Tonight" staff will be working with the Niagara Falls Industrial and Convention Advisory Committee.

"Tonight," which is seen from 11:30 p.m. to 1 a.m., EDT, Mondays through Fridays, will be making its fifth out-of-town jaunt when it visits Niagara Falls. The next scheduled trip will be an eight-week visit to Hollywood to allow Steve Allen to play the lead role in "The Benny Goodman Story" for Universal-International.

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NBC-New York, 6/2/55

As one of many great visitors last evening, there were  
have on their last night, the last person to be  
give the film on a basis. The film will be the last  
his name.

And since Allen is the only one who will be at the end

from people.

The "Tonight" staff will be working with the Museum staff  
and the Commission on the Arts and the Humanities.

"Tonight" which is seen from 11:30 p.m. to 1 a.m. on  
says through the staff, will be making the film on the  
it is the Museum staff. The film is the last film  
which will be shown to Allen before he goes to the  
in "The Benny Goodman Story" the Universal-International.

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 NBC

SPOT SALES

# News

## TWO NEW ACCOUNT EXECUTIVES HAVE JOINED CHICAGO OFFICE OF NBC SPOT SALES

Frank Mangan has joined the NBC Chicago Television Spot Sales office, it was announced by Jack Mulholland, Chicago television sales manager. Mangan had been with the Katz Agency, Inc., stations representatives, in Chicago, for two years, and prior to that time was an advertising salesman for the Chicago Tribune for eight years. He is a U.S. Navy veteran and a native of Chicago, where he attended Loyola Academy and Loyola University. He is married and is the father of a son, Frank, Jr., age 4; and a daughter, Margo, 18 months.

Paul Mensing, manager of the NBC Chicago Radio Spot Sales Department, announced that William L. Snyder had joined his staff. Snyder was with Avery-Knodel, Inc., stations representatives, in Chicago for the past three years. Before that he was a member of the Chicago Tribune advertising sales staff for three years. He served in the U.S. Air Force for three years during World War II. He is married and is the father of three children: Kristopher Lynn, age 3; Phyllis Donnetta, 1; and William, Jr., who was born May 28.

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NBC-New York, 6/2/55

city department • NBC O & O Stations Division • 30 Rockefeller Plaza, N. Y. 20, N. Y. • CI 7-8300



LONDON TIMES COMMENDS 'BACKGROUND'

COVERAGE OF BRITISH ELECTIONS

"...an objective and discerning survey of the campaign."

In these words (and they're equal to a peck of purple adjectives in this country) did the stately London Times commend the NBC News special BACKGROUND show on the British elections May 22.

In a general news story on American reaction to the elections, the famed newspaper's Washington correspondent wrote as follows:

"Yesterday the National Broadcasting Company devoted its television programme 'Background' to an objective and discerning survey of the campaign.

"Selections from street-corner speeches by candidates of both parties were given, with ranging shots of their audiences and, as used by Mr. George Isaacs, an American audience became acquainted with such Cockney colloquialisms, warming to British ears, as taking money from 'your skyrockets' and 'don't you Christmas Eve it.'" (NBC Ed. Note: These are samples of Cockney rhyming slang and translate into "your pockets" and "don't you believe it").

"The Prime Minister, also seen at the hustings, was described as having passed his career in diplomacy 'always in the shadow of great men'; and it was noteworthy that Mr. Bevan rather than Mr. Attlee was chosen for a filmed interview because, as the commentator put it, he was the 'more colourful man.' Mr. Bevan, described as looking like John L. Lewis and often 'talking like Josef Stalin,' was asked some searching questions.

(more)



COPIES OF THE REPORT

in these words (and they're equal to a pack of lies).

2170

...symptoms are

in "Lovers" and "Don't You Believe It").

...and shipyard.



"His interviewer (Ed Newman) suggested that many people in the United States and Britain lay awake at night thinking of Mr. Bevan as a future Prime Minister. Was their sleeplessness justified? Mr. Bevan did not quite know the causes of it and doubted whether many people in Britain lost sleep over him.

"It was very foolish, he said, to call him anti-American. 'I am no more anti-American than anti-Russian,' he said. If an impression had been given that he was more critical of the United States than of Communist China this was largely because his point of view was selected carefully by people who wished to present him from a particular angle. If he said anything friendly about the United States he was never reported."

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NBC-New York, 6/2/55

"His interview (at New York) suggested that many people in  
United States and Britain are aware of his thinking of the Soviet  
future Prime Minister. Was their sleeplessness justified? It  
did not differ from the cause of it and doubt whether many  
in Britain last sleep over him.  
"It was very foolish, he said, to call him anti-American.  
He was more anti-American than anti-Russian, he said. It was  
refused had been given that he was more critical of the Soviet  
than of Communist China this was largely because his point of  
view was reflected carefully by people who wished to present him from  
that angle. If he said anything wrongly about the Soviet state  
was never reported."

New York, 1955



# TRADE NEWS

A SERVICE OF



June 3, 1955

NBC'S MAURICE LEVY NAMED "NEWSREEL CAMERAMAN OF THE YEAR"

- - -

Network and Affiliates Win 7 of 13 Prizes and 3 of 5 Honorable  
Mentions in Contest Sponsored by National Press Photographers  
Association and the Encyclopedia Britannica

FOR RELEASE SUNDAY A.M., JUNE 5

Maurice Levy of the National Broadcasting Company has been named "Newsreel Cameraman of the Year" in America's leading news-picture competition, sponsored by the National Press Photographers Association and the Encyclopedia Britannica.

Besides this top award, Levy and other cameramen of NBC and its affiliated stations won seven of thirteen prizes and three of five honorable mentions in the newsreel competition.

Levy won the top award with a "portfolio" of his work which also took first prizes in two of the four newsreel categories.

Levy won one first prize in the category of "sync sound" -- sound and pictures recorded simultaneously. His prize-winning entry was the film coverage of the 1954 encampment of Spanish-American War veterans.

His other first prize was in the field of sports. The winning film was a feature on college basketball players being instructed in the rhythms of ballet.

(more)





2 - NPPA Awards -- Maurice Levy

Levy's overall portfolio also included a newsreel on an anti-American riot in Honduras. This film will be replayed tomorrow night (Monday, June 6) on the NEWS CARAVAN, the NBC-TV program on which all of Levy's entries originally appeared.

He is an NBC staff cameraman assigned to the Southwestern United States. He joined NBC seven years ago, after wide experience as a newsreel cameraman covering this area.

Award-winning cameramen of NBC affiliate stations were: Harlan H. Mendenhall, KOA-TV, Denver, who won second prize in sync sound with the entry "Wherever You Are."

William D. Snyder, WDAY, Fargo, N.D., who won third prize in sync sound with the entry "Pelican Rapids Murder."

William L. Cooper, Jr., WJAR-TV, Providence, R.I., who won first prize in spot news with the entry "Hurricane Carol."

The team of Richard A. Winer and Levi C. Nelson of KSTP-TV, St. Paul, who won second prize in spot news with the entry "Explosion at Cargill."

The team of Louis Oberste and Chris T. Button of KARK-TV, Little Rock, who won honorable mention in spot news with the entry "Shooting of Escapee."

Jay M. Hytone, WHO-TV, Des Moines, who won honorable mention in sports with the entry "High School Basketball."

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NBC-New York, 6/3/55



NBC RADIO AND TV PLAN EXTENSIVE COVERAGE OF 10TH ANNIVERSARY  
OBSERVANCE OF UNITED NATIONS IN SAN FRANCISCO

When representatives of the free world gather in San Francisco later this month to celebrate the 10th anniversary of the birth of the United Nations, NBC News representatives will be on hand to originate broadcasts describing the events.

Pauline Frederick, Peabody Award winning commentator; H.V. Kaltenborn, dean of NBC's newscasters, and John Cameron Swayze, star of the NBC-TV NEWS CARAVAN, will proceed from New York. Bill Henry and Chet Huntley will go from Los Angeles.

During the big week a special daily radio show will be beamed across the country from San Francisco from 3:05 to 3:30 p.m., (EDT) from Monday, June 20 to Friday, June 24.

The "News Caravan" (7:45 to 8 p.m., EDT) will bring television viewers live scenes from the famous War Memorial Opera House and elsewhere in the Bay Area city. And segments of COMMENT (4 to 4:30 p.m., EDT) will come from San Francisco on Sunday, June 19.

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R.L. GARTHWAITE IS NAMED PROGRAM DEVELOPMENT COORDINATOR FOR NBC

Robert L. Garthwaite has been named Coordinator of Program Development for NBC.

Announcement of the appointment was made by Leonard H. Hole, director of Program Development for NBC, to whom Mr. Garthwaite will report. Mr. Garthwaite, who joined NBC in 1948, relinquishes a post as supervisor of TV associate directors and stage managers to take over his new duties.

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# NBC RADIO AND TV PLAN EXTENSIVE COVERAGE OF 1948 WHITTAKER CHAMBERLAIN OF UNITED NATIONS IN SAN FRANCISCO

When representatives of the free world gather in San Francisco later this month to celebrate the 10th anniversary of the birth of the United Nations, NBC News representatives will be on hand to originate broadcasts describing the event.

Earline Fredericks, President, NBC News, and William F. Buckley, Jr., dean of NBC's newscasters, and John Cameron Swayze, vice president of NBC-TV News, will be in New York City. Bill Murray, NBC's chief executive, will be in Los Angeles.

During the big week a special daily radio show will be aimed across the country from San Francisco from 5:00 to 5:30 p.m. (PT) from Monday, June 20 to Friday, June 24.

The "News Caravan" (7:00 to 8:00 p.m., PT) will bring before you live scenes from the famous yet somewhat obscure World War II elastics in the city. And segments of COMMENT (9:00 to 10:00 p.m., PT) will come from San Francisco on Sunday, June 1.

R.L. GARTHWAITHE IS NAMED PROGRAM DEVELOPMENT COORDINATOR FOR NBC

Robert L. Garthwaite has been named coordinator of program development for NBC.

Announcement of the appointment was made by Leonard M. Hall, director of Program Development for NBC, to whom Mr. Garthwaite will report. Mr. Garthwaite, who joined NBC in 1946, previously held a position of supervisor of TV associate directors and stage managers in the NBC radio station.



# MONITOR

## THE NEW NBC RADIO SERVICE

"MONITOR'S" TRADEMARK--A SOUND WITHOUT AN EQUAL--

TO BE HEARD PERIODICALLY IN BROADCASTS

OF NEW WEEKEND RADIO SERVICE

Of the many unique features to be incorporated in MONITOR, NBC's new weekend radio service, there is none more distinctive than "Monitor's" identifying sound itself. Quite literally, there is no sound like it anywhere on earth.

"Monitor" will be introduced with a one-hour simulcast on Sunday, June 12 (4-5 p.m., EDT) and will continue on NBC Radio until midnight, EDT. On weekends thereafter, it will be heard from 8 a.m. Saturday until Sunday midnight, EDT.

"Monitor's" trademark will be heard periodically throughout the service. It is the result of an intensive search by "Monitor" staff members to find a sound so unusual that its identification with "Monitor" would be unmistakable.

Countless weird sounds were considered. None fit the bill. Finally, in the course of making a long-distance phone call, Michael Zeamer, entertainment producer of "Monitor," heard a "bleep-bleep" tone in the background. He inquired as to what it was, and was informed that it was a combination of high frequency tones dialed by the operator to activate remote telephone equipment in completing distance calls. The New York Telephone Company was kind enough to record this sound and send it over to the "Monitor" offices.

(more)

OF NEW-UNITED RADIO REPAIR  
TO BE HEARD REGULARLY IN DISCOUNTS  
BLACK AND WHITE TELEVISION STATION

"MONTANA" TRANSMITTER--A "MONTANA"  
LAURENCE H. TROTTEN, JR., CHAIRMAN OF BOARD

NBC engineers then re-recorded the sound at higher and lower frequencies, put it through various filters and mixed it with a micro-second lag. On this conglomerate they then superimposed an oscillator sending the Morse Code letter "M" -- for "Monitor."

"Monitor," which represents a complete departure in network radio weekend programming, will take full advantage of the resources that only radio can provide -- mobility and immediacy -- to provide a weekend service that is attuned to present day listening habits.

It will originate in New York from NBC Radio Central, a \$150,000, push-button "listening post of the world" which has been constructed on the fifth floor of the RCA Building.

Personalities who will be heard regularly on this unique new service include James Fleming, executive producer and editor of "Monitor"; Dave Garroway, Clifton Fadiman, Red Barber, John Cameron Swayze, Bob and Ray, Ben Grauer, Frank Blair, Morgan Beatty, Leon Pearson, Allen Funt and his "candid microphone," Henry Morgan, Walter Kiernan, Kenneth Banghart, Frank Gallop, Roger ("Doodles") Price, Al ("Jazzbo") Collins and Art Buchwald.

In offering a continuous, 40-hour flow of entertainment and information, "Monitor" will contain certain basic services, such as news, sports, time signals and weather. In addition, "Monitor" will present numerous special features from all corners of the globe, encompassing the arts and current events. This tailored radio service is designed to keep listeners in instantaneous touch with anything interesting or entertaining anywhere in the world.

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NBC-New York, 6/3/55







50 RABBIS TO PARTICIPATE IN WORKSHOP, 'TELEVISION--NEW  
CHANNELS IN RELIGION,' AT NBC STUDIOS

Fifty rabbis from eastern United States will take part in the Third Annual Rabbinical Television Workshop, "Television -- New Channels for Religion," to be held jointly by the New York Chapter of the American Jewish Committee and the New York Board of Rabbis at NBC's Television Studios in Radio City, New York, Tuesday and Wednesday, June 7 and 8.

The two-day workshop, planned in cooperation with Edward Stanley, NBC manager of public service programs, will cover many phases of TV production from the art of moderating to the use of prompting devices and makeup instruction.

The purpose of the workshop program, as outlined by Rabbi Emanuel Rackman of Far Rockaway, L.I., president of the NYBR, and Julius S. Loewenthal, chairman of AJC's New York Chapter, is "the elevation of the standards of religious broadcasting, now an important part of station programming."

"The workshop training," their announcement said, "should be of inestimable aid to the rabbis in utilizing the newest instruments of mass communications for more effective presentation of spiritual values. We are certain that closer acquaintance with the complicated techniques of TV and radio will enable rabbis to enlarge their contribution to better interfaith understanding."

(more)

TO HARBIS TO INVESTIGATE IN WASHINGTON, "FEDERAL-100"  
CHAMBERS IS MISSING, AT TWO THIRTY

They report from Robert United States will have to  
"Third Annual National Television Institute" is to be held in Washington, D.C. on June 7 and 8.  
The purpose of the workshop, planned in consultation with the  
National Academy of Television Arts and Sciences, will cover the  
areas of TV production from the end of the war to the  
present day and future developments.

The purpose of the workshop is to provide a forum for  
the exchange of ideas and information among the  
leading figures of the television industry. The workshop  
will be held at the National Academy of Television Arts and  
Sciences, 1200 New York Avenue, N.W., Washington, D.C.  
The workshop is being organized by the National Academy of  
Television Arts and Sciences, which is a non-profit  
organization devoted to the advancement of the television  
industry.

The workshop is being organized by the National Academy of  
Television Arts and Sciences, which is a non-profit  
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industry. The workshop is being organized by the National  
Academy of Television Arts and Sciences, which is a non-profit  
organization devoted to the advancement of the television  
industry.

Three of the principal presentations will be made by Hamilton Shea, Vice President and General Manager, Station WRCA and WRCA-TV, New York; Jack Gould, radio and TV critic, New York Times; and Miss Virgilia Peterson, moderator of the "Author Meets the Critics" TV program.

Other participants will be Dr. S. Franklin Mack, executive director, Broadcasting and Film Commission of the National Council of Churches of Christ in the U.S.A.; Milton E. Krents, director of Radio and TV for the AJC; Henry T. Lipman, education director, New York Chapter, AJC; Barbara Armstrong, makeup artist, NBC-TV; Irving Berlin Kahn, president, Tele-Prompter, Inc.; Rabbi Morris N. Kertzer, director, Interreligious Affairs Division, AJC; Rabbi David I. Golvensky, Beth El Synagogue, New Rochelle, N.Y.; Rabbi Philip Hiat, coordinator for Radio and TV, NYBR; Rabbi Edward T. Sandrow, Temple Beth El, Cedarhurst, L.I., N.Y.

Also, Rabbi Harold H. Gordon, general secretary, NYBR; Dr. Judah Pilch, executive director, American Association for Jewish Education; Debbi Neiman, teacher on "The Fourth R," WRCA-TV program; and Rabbi Maccoby, Free Synagogue of Westchester, Mount Vernon, N.Y.

The American Jewish Committee, founded in 1906, is the pioneer American organization combating bigotry, protecting civil and religious rights of Jews, and advancing the cause of human rights everywhere. It has chapters in 44 principal cities and members in more than 550 American communities.

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A SERVICE OF



Release: Monday A.M., June 6, 1955

SARNOFF WARNS THAT PAY-TELEVISION WOULD DEGRADE  
AND ULTIMATELY DESTROY FREE TELEVISION

NBC Chairman Asserts that "No Fee-No See" Television Would Result  
In Set Owners Having to Pay for TV Programs They Now Get Free --  
Cautions that Motion Picture Industry Might Take Over and  
Dominate Television Programming -- Sees Broadcasters of  
Free Television Being Forced into Pay-TV -- Appeals to  
FCC to Keep American Radio and  
Television Free to the Public

Washington, D.C., June 6 -- Pay-television will degrade and  
ultimately destroy free television, Brig. General David Sarnoff,  
Chairman of the Board of the National Broadcasting Company, warned in  
a statement filed here today with the Federal Communications  
Commission.

"The pay-television promoters' philosophy of cash-on-the-  
barrelhead television is not in the public interest," General Sarnoff  
declared. "Their standard of public interest is 'No Fee -- No See'."

Urging that American radio and television broadcasting be  
kept free to the public, General Sarnoff said that coexistence  
between free television and pay-television is impractical. Pay-  
television, he added, would turn the American system of free  
broadcasting to a restricted system of "narrowcasting."

(more)



"To the extent that pay-television might be financially successful, it would jeopardize the basis for economic survival of a free television system," General Sarnoff said. "In these circumstances, free television broadcasters would inevitably be forced by economic necessity to engage in pay-television, and this, in turn, would set off a chain reaction which ultimately would mean the end of our American system of free television.

"Our American principle of Freedom to Listen and Freedom to Look is chiefly responsible for the growth of the most dynamic industry in the world today," General Sarnoff asserted. "It has made the American people the best informed in the world and it has done so without discrimination between the poor and the rich.

"The American people now receive, free, the best television service available anywhere in the world. There are more television broadcasting stations in the United States than in all the rest of the world combined. There are more television receivers in the United States than in all the rest of the world combined. American television stations offer the American people more television programs and a wider choice of television programming than any other television service in the world...

"It would be tragic for this Commission to authorize pay-television to cripple this great democratic medium for the free dissemination of ideas, education and entertainment to all the people of America."

(more)





### 3 - General Sarnoff

Among major points against subscription television made by General Sarnoff were:

1. Free television programming quality would suffer.
2. Outstanding programs and stars would move from free to pay-television.
3. Sports events would move from free to pay-television.
4. Public service programming would suffer.
5. Motion picture producers may gain control of TV programs.
6. Pay-television would black-out free television for millions.

General Sarnoff pointed out that none of the promoters of pay-television had said that he would invest any of his money in building new broadcasting stations to transmit pay-television programs. They plan to use the facilities that free television has built and supports at great cost, he said.

"The pay-television promoters attack present free television programming with the statement that it is not in fact free because it is paid for by advertisements reflected in the prices of the products," General Sarnoff said. "This argument is as absurd as contending that purchases of automobiles and clothing subsidize the press and that, were there no press, automobiles and clothing would cost the consumer less. Of course, it is elementary economics that advertising produces increased sales which in turn make possible increased production, lower costs and lower prices to the consumer. Moreover, the lower prices are enjoyed by all buyers -- those who do not own receiving sets as well as those who do."

(more)



Free Television Programming

Pointing out that the greater the circulation of any medium the greater becomes its advertising value, General Sarnoff said that, as applied to television broadcasting, this has meant that as the size of the television audience has increased the free television broadcaster has had more available to spend on improved programming.

"The pay-television promoters assert that their programs would attract audiences of many millions," he said. "Their programs would be broadcast at choice times to ensure the largest possible cash audience. Since television receivers can only receive one program at a time, the audiences available for free television during these hours would be diminished by many millions. To the extent the free television audience is diminished, whether in large urban areas or in rural areas, there would be less circulation available to the sponsor. And if there is less circulation available to the sponsor, there would be less money available to stations and networks for free television programming. All this would mean that the quality and quantity of free television programming would decline."

Effect on Programs and Stars

General Sarnoff said that those who offer their services in the entertainment business are affected by precisely the same economic incentives as those who offer their services in any other kind of business. He continued:

(more)







"The pay-television promoters say they would offer better programs because their system furnishes the means to pay more for stars and program material. If this is so, the result would be that any free television star or program material good enough to attract a large audience would be approached by the pay-television promoters who could offer more money than free television.

"Commander McDonald of Zenith has belittled NBC's free presentation of Peter Pan by saying that 'with the same show on subscription television, and the same audience paying twenty-five cents per set to watch the attraction at home, the box office would have received five million dollars to be divided between the producer, the distributors, and the broadcasting stations.' Clearly, there can be no Peter Pan or similar broadcasts on free television in Commander McDonald's calculations; nor can it be suggested that Peter Pan could have been a better program if the pay-television promoters had been able to exact five million dollars from the American TV public.

"The most popular stars and program material could vanish from free television just as soon as they had demonstrated their drawing power and were attracted by the cash box of pay-television promoters. Free television programming would thus suffer irreparably and the public would have to pay for what it now receives free."

### Sports Events

After citing statements of the Presidents of Madison Square Garden, the Brooklyn Dodgers and Skiatron indicating that the public would be expected to pay for important sports programs now on free television, General Sarnoff said:

(more)



"Bluntly stated, the pay-television promoters are speaking out of both sides of their mouth at the same time. They tell the public they would continue to get the same free programs they now receive and that pay-television would be just a 'supplementary service'. They urge the public to write to Washington endorsing this purely 'supplementary service'. But these same promoters have already pointed out that should this Commission adopt their proposals vast sums could be obtained from the public by moving programs, such as Peter Pan and outstanding sporting events, from free television to pay-television.

"Further, the petitions these promoters have filed with this Commission carefully avoid any commitment that pay-television would not carry advertising. Obviously this omission was not merely inadvertent."

#### Public Service Programming

General Sarnoff said that shrinking revenues of television broadcasters would force curtailment and perhaps abandonment of public affairs, cultural and educational programs now presented by free television, and that this would be a tragic loss to the public and the nation.

"Under the present American system of free television, broadcasters have assumed a public service responsibility to present programs in the public interest even though many of these programs represent substantial expenditure and may produce no monetary return," he pointed out. "The National Broadcasting Company and its affiliates carry, at their own expense and as a public service,

(more)







## 7 - General Sarnoff

addresses by the President and national, state and local Government officials. NBC also carries as a public service educational, religious, operatic and other cultural programs. Many of these programs have limited audience appeal, and are not sponsored. NBC bears the very substantial costs of presenting these unsponsored public service programs, including inter-connection charges and refunds of revenue to sponsors whose programs have to be cancelled to make room for free public affairs programs.

"The pay-television promoters, while promising all things to all people, carefully limit their promises to all things to all people -- for cash. A well-rounded TV service should -- and under the free broadcasting system does -- include programs of information, education, culture, and religion, even though these programs may not attract sponsors. But because there is no cash in such programs, they would not be carried on pay television...

## Motion Picture Producers

"Pay-television makes strange bedfellows and the recent alliance between the powerful motion picture interests and the pay-television promoters is highly significant. For years the large motion picture companies have refused to make their products available for television. This refusal applied to the old pictures in their vaults as well as to their new products.

"On May 24, 1954 a new approach was signaled by the spokesman for the motion picture industry, Eric Johnston, President of the Motion Picture Association. Mr. Johnston wholeheartedly endorsed pay-television.

(more)



"The reason for the abrupt Hollywood turnabout is obvious. Paramount Pictures, promoter of Telemeter pay-television, and other motion picture producers, having been legally divorced by the courts from several thousand theater box offices to which they were so long wedded, are now panting for marriage to cash boxes that can be attached to thirty-five million television receivers now in American homes.

"We believe it would be fatal to the continued dynamic growth of television to enable Hollywood to dominate and control television programming.

"It is obvious that the motion picture industry is looking to pay-television as an opportunity to collect billions instead of millions of dollars by obtaining direct access to American homes for its products. This new opportunity would be built on the structure which free broadcasting has created. But, in exploiting this structure, pay-television would threaten destruction of the whole free television enterprise. And pay-television, as administered by Hollywood, would operate without responsibility for balanced and diversified programming in the public interest -- a responsibility which the broadcasters have assumed.

"It is for the Government to determine whether the self interest of the motion picture industry, in seeking these advantages for itself, should over-ride the public interest in maintaining the American system of free broadcasting -- a system now bringing great values to the public in service and in fresh concepts of television programming.

(more)







Free Television Blackout for Millions

General Sarnoff said there are presently forty-five areas throughout the country, with six and a half million people, in which only one station renders acceptable service; that, in addition, there are sixteen areas, with about a million and a half people, in each of which there is outstanding a single construction permit for a television station. Accordingly, he pointed out, there are now, or soon will be, more than eight million people who receive all their television service from a single free television station.

"No broadcast station is now able to transmit free television programs at the same time it transmits pay-television programs," he declared. "Despite this obvious physical fact, McDonald of Zenith, in a letter of March 30, 1955 to all Zenith franchised dealers blandly proclaims that pay-television 'will not disturb or replace present-day free programs' and urged his dealers to write to the FCC and their Congressmen and Senators in support of pay-television.

"None of the pay-television promoters even remotely suggests that he would risk any investment of his own to build new stations for pay-television. Each of the pay-television promoters wishes to utilize, without any investment of his own, the facilities free television has built and supports. If the pay-television promoters should be successful, the more than eight million people living in single station areas would be deprived of all free television service whenever pay-television programs were broadcast. These more than eight million people would be forced to contribute to the cash boxes of the pay-television promoters for their television programs or have none at all. (more)



"Additionally, there are sixty-four areas in which acceptable television service can be obtained from but two television broadcast stations. About twelve and a half million people live in these areas. Whenever one of the two broadcast stations in these areas transmits a pay-television program, these twelve and a half million persons would lose half of their free programming. And, if pay-television is not to be the monopoly of one promoter alone, competing pay-television programs could completely blackout all free television service in two station areas. The result would be that about twenty million Americans would have their choice of pay-television -- or nothing."

In conclusion, General Sarnoff said:

"Apart from the question of the Commission's authority to determine that it is in the public interest to authorize pay-television broadcasting, such authorization would raise problems of grave concern to all Americans.

"We believe that before the Commission adopts a policy the end result of which might well prove to be the end of the American system of free broadcasting, there are matters of political, economic and social import which should properly be resolved only by the Congress.

"Unlike the present free system of television, pay-television would come into homes like gas and light and telephone service for which the consumer pays. The rates and other aspects of such public utility services are now regulated by the Government.

(more)





If pay-television broadcasting were to be authorized, the public interest may require that it likewise be treated as a public utility and made subject to similar regulation by the Government. In such an event, the practical difficulties of maintaining part of the American radio and television system free and part regulated, would seem almost insurmountable. Such a situation might ultimately lead to Government regulation, on a common carrier basis, of all radio and television broadcast services -- a result that no one advocates but all must guard against. Only the Congress can set the legal bounds of such regulation.

"Many years ago I said 'The richest man cannot buy for himself what the poorest man gets free by radio'. After almost a half century of service in this science, art and industry, I am proud that we have thus far been able to keep both radio and television free to the American people.

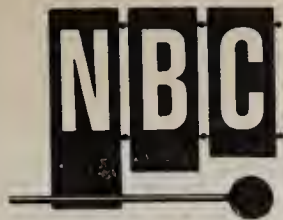
"My earnest plea to the Federal Communications Commission is: Keep American Radio and Television Broadcasting free to the public."

-----O-----

NBC-New York, 6/3/55

... ..





A SERVICE OF



June 6, 1955

NBC RADIO TO BROADCAST ADDRESS BY GENERAL SARNOFF  
AT CONVENTION OF AMERICAN FEDERATION OF MUSICIANS

An address by Brig. General David Sarnoff, Chairman of the Boards of the Radio Corporation of America and the National Broadcasting Company, will be broadcast by NBC Radio Tuesday, June 7 from the annual convention of the American Federation of Musicians in Cleveland, Ohio.

NBC Radio will carry the address from 10:30 to 11 p.m., EDT. It will be recorded earlier in the day for presentation at this time.

General Sarnoff, who will be the first representative of business management ever to address a national convention of the American Federation of Musicians, will speak on "Harmony -- Keynote for Our Times."

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1911, 1912

THE FIRST OF THE TWO PARTS OF THE  
PRESENT WORK, THE HISTORY OF THE

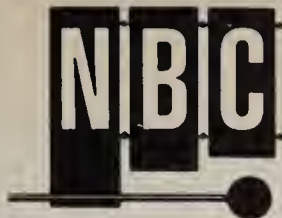
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A SERVICE OF



June 6, 1955

The following wireless message to Soviet party chief Nikita S. Khrushchev was sent Friday (June 3) by Sylvester L. Weaver Jr., President of NBC:

JUNE 3, 1955

NIKITA S. KHRUSHCHEV  
THE KREMLIN  
MOSCOW

WE READ IN THE AMERICAN PRESS THAT YOU HAVE INVITED CORRESPONDENTS INTO THE SOVIET UNION. YOU ARE QUOTED AS SAYING "AND YOU CAN HAVE YOUR VISA TOMORROW IF YOU WISH. YOU CAN ALL HAVE THEM. YOU CAN ALL GET IN."

THE NATIONAL BROADCASTING COMPANY RESPECTFULLY REQUESTS PERMISSION FOR MOTION PICTURE CAMERAMEN, SOUND MEN AND NECESSARY EQUIPMENT PLUS SUPERVISOR, DIRECTORS AND REPORTERS TO BE ADMITTED TO THE SOVIET UNION AT EARLIEST POSSIBLE DATE WITH PURPOSE OF MAKING FILM AND SOUND RECORDINGS FOR TELEVISION AND RADIO USE ABOUT LIFE IN THE SOVIET UNION TODAY.

IN ANTICIPATION OF APPROVAL OF THIS REQUEST WE ARE PROCEEDING TO SUBMIT VISA APPLICATIONS FOR THE ESSENTIAL PERSONNEL MENTIONED. WE WILL APPRECIATE YOUR HELP IN EXPEDITING ISSUANCE OF VISAS. WE ARE SENDING COPY OF THIS MESSAGE TO AMBASSADOR OF THE SOVIET UNION TO THE UNITED STATES.

SYLVESTER L. WEAVER JR.  
PRESIDENT  
NATIONAL BROADCASTING COMPANY  
NEW YORK CITY, NEW YORK

NBC has a visa application of long-standing with the Soviet Union for Irving R. Levine of NBC News to be admitted as a correspondent.

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A SERVICE OF



June 6, 1955

NBC-TV AND RADIO TO COVER PRESIDENT EISENHOWER'S ADDRESS  
OF WELCOME AT UN'S 10TH ANNIVERSARY SESSION

- - -

Talks by Dulles and 3 Foreign Envoys to be Telecast

President Eisenhower's address of welcome to the United Nations delegates at the opening of their tenth anniversary session in San Francisco Monday, June 20, will be televised live by NBC-TV from 5 to 5:30 p.m., EDT. (NBC Radio will carry the speech by recording from 6:15 to 6:45 p.m., EDT).

NBC also will telecast a series of four addresses by the foreign ministers of Great Britain, France and Russia and U.S. Secretary of State Dulles. The series will be televised Tuesday, June 21; Wednesday, June 22; Thursday, June 23 and Friday, June 24, from 3 to 3:30 p.m., EDT. The succession in which Dulles and Foreign Ministers MacMillan, Pinay and Molotov will speak has not yet been set.

The telecasts, commemorating the tenth anniversary of the signing of the U.N. Charter, will originate in San Francisco's Opera House.

NBC Radio will offer a series of broadcasts from the special meetings Monday, June 20, through Friday, June 24, from 3:05 to 3:30 p.m., EDT.

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# TRADE NEWS

A SERVICE OF



June 6, 1955

'BEST IN MYSTERY,' OUTSTANDING FILM SUSPENSE DRAMAS, WILL BE  
PRESENTED IN 'BIG STORY' TIME-SPOT 8 SUMMER WEEKS

## SUMMER SERIES

THE BEST IN MYSTERY, an eight-week Summer series that will present outstanding suspense plays of proven merit, will fill the time segment of the vacationing "Big Story" program on NBC-TV from July 15 through Sept. 2 (Fridays, 9 p.m., EDT).

Thomas F. Vietor, of Sullivan, Stauffer, Colwell and Bayles, Inc., advertising agency, will be supervisor for the series produced by Revue Productions, Inc. Many filmed mystery dramas were screened by Vietor before the final selection of the eight for "The Best in Mystery."

The premiere telecast July 15 will star Jay Novello and Donald Randolph in "Gentlemen's Affair." The remainder of the schedule follows: July 22 -- "This Man For Hire" with Jack Kelly, Frank Wilcox and Jean Willes; July 29 -- "Girl in Distress" with Bill Phipps, Joanne Davis and Onslow Stevens; Aug. 5 -- "Passage Home" with Brian Keith, John Doucette and Jean Howell; Aug. 12 -- "Terror Train" with Frances Rafferty and Whit Bissell; Aug. 19 -- "The Colonel and His Son" with Walter Coy and Kim Charney; Aug. 26 -- "The

(more)

1892

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The ... ..

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2 - 'Best in Mystery'

House Where Time Stopped" with Vera Miles, Ian Keith and Josephine Hutchinson; Sept. 2 -- "Rainy Night" with Nancy Gates, Robert Cornthwaite and Tom Avera.

"The Best in Mystery" will be sponsored on alternate weeks by the American Tobacco Company and the Simoniz Company, which sponsor the "Big Story" program on the same basis. Sullivan, Stauffer, Colwell and Bayles, Inc., is the agency.

The documentary "Big Story" series, which is based on actual newspaper reporters' experiences in covering their assignments, will return to NBC-TV Friday, Sept. 9.

-----O-----

NBC-New York, 6/6/55

and "The Big Story" with Tom Avery, Jan Karp and Josephine  
Tobacco: Dept. 2 - "The Big Story" with Tom Avery, Jan Karp  
and Josephine.

"The Big Story" will be broadcast on alternate weeks  
the American Tobacco Company and the American Tobacco Company, which  
control the "Big Story" program on the same basis. (In 1950,  
Miller, Caldwell and Bayless, Inc., as the agency.)  
The document "Big Story" which is based on  
the newspaper reports, especially in covering their  
elements, will return to the TV Group, Dept. 2.

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New York, 1950



# MONITOR

THE NEW NBC RADIO SERVICE

CIVIL AIR PATROL TO AID NBC'S "MONITOR" SERVICE IN PROVIDING  
UP-TO-MINUTE TRAFFIC DATA FROM SEVEN MAJOR U.S. CITIES

By means of a unique arrangement with the Civil Air Patrol, up-to-the-minute traffic information in seven key cities will be one of many services offered on MONITOR, the new NBC weekend radio service which will be introduced with a one-hour simulcast on Sunday, June 12 (4-5 p.m., EDT). "Monitor" will continue on NBC Radio until midnight, EDT, and on subsequent weekends will provide a continuous flow of entertainment and information from 8 a.m. Saturday until Sunday midnight, EDT.

The Civil Air Patrol, the official civilian auxiliary of the United States Air Force, will send up planes each weekend to fly over Dallas, New York, San Francisco, Seattle, Kansas City, Washington and Chicago. Observers in these planes will radio traffic information to their local CAP headquarters and from there it will be relayed to NBC Radio Central in New York and broadcast. Radio Central is the new \$150,000 communications center from which "Monitor" will originate.

CAP has more than 80,000 volunteer members including 48,000 cadets -- young men and women 15 years of age and older who are engaged in an intensive aviation education program -- and more

(more)

# MEMORANDUM

TO: THE PRESIDENT

FROM: THE SECRETARY OF DEFENSE

SUBJECT: [Illegible]

1. [Illegible]

2. [Illegible]

3. [Illegible]

4. [Illegible]

5. [Illegible]

6. [Illegible]

7. [Illegible]

8. [Illegible]

9. [Illegible]

10. [Illegible]

11. [Illegible]

12. [Illegible]

13. [Illegible]

14. [Illegible]

than 36,000 adult members who are pilots, observers, radio operators, instructors and technical specialists.

In an emergency, CAP can muster 4,500 planes. These include light planes owned by CAP members and similar planes owned by CAP units, in addition to more than 500 planes on loan from the Air Force. Members of CAP, which annually accounts for approximately 62 per cent of the total search hours flown by all participating agencies, receive no pay for their services. Organized by executive order of the President on December 1, 1941, CAP played a vital role in anti-submarine patrol off the Atlantic and Caribbean coasts in the early days of World War II. Maj. General Lucas V. Beau, a pioneer aviator, has been national commander of CAP for the past seven years.

This novel method of disseminating traffic information will be a regular service on "Monitor," which represents a complete departure in network radio weekend programming.

"Monitor," of which James Fleming is executive producer and editor, will offer listeners music, news and special features from all parts of the world. Among the personalities who will be "Monitor" regulars are Dave Garroway, Clifton Fadiman, Red Barber, John Cameron Swayze, Bob and Ray, Allen Funt, Ben Grauer, Frank Blair, Leon Pearson, Morgan Beatty, Art Buchwald, Walter Kiernan, Henry Morgan, Kenneth Banghart, Frank Gallop, Roger Price and Al Collins.

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NBC-New York, 6/6/55









**SPOT SALES**

# *News*

REVISED MANUAL FOR FILM SPECIFICATIONS BEING ISSUED BY  
NBC SPOT SALES AS RESULT OF NEW TYPE STATION BREAK

A recent forward step by NBC Spot Sales has rendered obsolete one of the standard source books of information in the television industry. A new manual will soon take its place.

The book is the NBC Spot Sales guide for Video and Audio Standards for 10-second shared identifications. Originally published for the benefit of advertisers buying spot time on the television stations represented by NBC Spot Sales, the manual -- by being the first such publication in television -- became the standard guide throughout the industry.

Time -- in a literal sense -- has caught up with the manual and made necessary some revisions and expansion.

The forward step that brought on the revisions was the announcement in October, 1954, that NBC Spot Sales was making available to advertisers a new alternative method for handling shared identifications on the television stations which it represented. Under the optional new method, as announced by Thomas B. McFadden, Vice President of NBC Spot Sales, the advertiser may use the full screen for 7-1/4 seconds for his advertising message and the station will use the full screen for 2-3/4 seconds for its call letters and channel numbers.

(more)



The new system was devised to meet the problems of advertisers who found that too large a percentage of their budgets was being taken up by the production costs of the art work and printing involved in making separate 10-second films with the individual call letters of each station used. With the new method, individual film prints for each station would no longer be necessary.

Eight national advertisers thus far have availed themselves of the opportunity for economy in production costs for commercials for the spots. Others have indicated interest, as have many local advertisers.

The resultant demand for specifications for preparing the spots created a need for a revised version of the manual which has served the industry for the past three years. McFadden has ordered a revision which will cover not only the new 7-1/4-second full screen station breaks, but the traditional 10-second shared station breaks, 20-second commercials and one-minute commercials.

The Video and Audio Standards manual is the work of Margaret Gerz, manager of Commercial Requirements for NBC Spot Sales. The new expanded book will be ready for distribution in early July. It will contain:

- A condensed text of the NARTB code dealing with commercials.

- An explanation and illustration of the 7-1/4-second full screen station break.

- An explanation and illustration of the traditional 10-second shared identification.

(more)



The new system was devised to meet the problem of

engineers who found that too large a percentage of their budgets  
being taken up by the production cost of the test and  
being involved in making separate 10-second films with the  
individual cell instead of each station used. With the new system,  
individual film prints for each station would be found to

be necessary.

Eight national universities that had been notified that

of the opportunity for securing in production costs the

materials for the project. Others have indicated interest in having

of local advertising.

The resultant demand for specializations has increased the

to create a need for a revised version of the manual which has

over the industry for the past three years. The revised and expanded

revision which will cover not only the 7-1/2-second film

test station system, but the individual 10-second station system

also, 10-second commercial and one-second commercial.

The video and audio stations are to be used in

types of, number of commercial advertisements for the test station.

A new expanded book will be ready for distribution in early 1971.

will contain:

A complete text of the book being written  
commercial.

An explanation and illustration of the 7-1/2-second film  
test station system.

An explanation and illustration of the production 10-  
second station system.



### 3 - REVISED MANUAL

Specialized requirements for 10-second spots of stations KSD-TV, St. Louis, and WRGB, Schenectady, two of the stations represented by NBC Spot Sales.

Film specifications for all NBC Spot Sales-represented stations for 20-second and one-minute spots.

Slide and telop specifications.

Copy standards.

Instructions for clearance, delivery, deadline and disposition of materials.

The specifications will apply, in addition to the St. Louis and Schenectady stations, to these stations represented by NBC Spot Sales: WRCA-TV, New York; WAVE-TV, Louisville; WRC-TV, Washington; WNBK, Cleveland; WNBQ, Chicago; KPTV, Portland, Ore.; KRCA, Los Angeles; and KONA, Honolulu.

The print order of 1,000 copies of the original manual was quickly consumed by requests from film producers, advertising agencies' charity organizations, colleges and even the Armed Forces. McFadden has placed a substantially larger print order for the new manual and has invited recognized companies associated with spot advertising to address requests for the new manual to:

Margaret Gerz  
Manager of Commercial Requirements  
NBC Spot Sales  
30 Rockefeller Plaza  
New York 20, N.Y.

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NBC-New York, 6/6/55

Specified requirements for 10-second spots of stations  
KMD-TV, St. Louis, and WBBM, Chicago, two of the  
stations represented by the above.

This specification for all NBC spot sales-representatives  
stations for 10-second and one-minute spots.

Slide and telec specifications.

Copy attached.

Instructions for placement, delivery, location and  
disposition of materials.

The specifications will apply, in addition to the 10-

in and subsequent stations, to those stations represented by NBC

stations WBBM-TV, New York, WAVE-TV, Louisville, WNCN-TV,

Washington, WWSX, Cleveland; WWSX, Chicago; KATV, Portland, Ore.;

A, Los Angeles; and KDMA, Honolulu.

The print order of 1,000 copies of the original material was

only consumed by requests from film producers, advertising

agencies, charity organizations, colleges and even the local library.

Further has placed a substantially larger print order for the same

and has invited interested companies to contact with them

referring to address requests for the new copies to:

ATTENTION: SALES  
MANAGER OF COMMERCIAL REPRESENTATIVES  
125 South State  
10 Rockefeller Plaza  
New York 20, N.Y.



# TELEVISION NEWS

A SERVICE OF



June 6, 1955

## TOP CAMERA CREWS AND PROGRAM PERSONNEL TO AID MARLIN PERKINS IN AFRICAN 'ZOO PARADE' SAFARI

A man-and-wife camera team who have been to Africa before and have worked on four Walt Disney productions ("Beaver Valley," "Nature's Half-Acre," "Water Birds" and "The Vanishing Prairie") will join the Chicago task force for one of television's most exciting projects: the NBC-TV ZOO PARADE safari to South Africa this Summer.

The couple are Mr. and Mrs. Murl Deusing, who were official photographers for the Central African expedition of the American Museum of Natural History in 1948. Deusing at one time was curator of education for the Milwaukee (Wisc.) Public Museum.

Completion of the technical crew for the safari was announced by Marlin Perkins, star of "Zoo Parade" and director of Chicago's Lincoln Park Zoo, and Don Meier, the program's producer-director.

Two men now living in Africa are shooting background footage for "Zoo Parade." They are Jack Yowell, NBC-TV news cameraman, who lives in Nairobi, and W.F. Schack, official photographer for Krueger National Park, of Johannesburg. Yowell and Schack are now filming the annual migration of animals across the great Sarangeti Plains of South Africa.

(more)





## 2 'Zoo Parade'

Two other members of the safari's technical staff will be John Kyper, free-lance nature photographer, and Bryan Wright, a sound engineer with experience in motion pictures and broadcasting.

Perkins said that sound recording on film on location in Africa will be one of the most important aspects of the safari.

"Use of sound cameras will allow us to voice the shows as we shoot on location, and will give our viewers a real sense of immediacy and of being on the scene with the safari," he said.

Meier announces that arrangements have been made with NBC Radio's new "Monitor" weekend program to air regular shortwave reports from the "Zoo Parade" task force wherever it is in Africa.

In addition to the technical crew, members of the safari will include Meier, NBC newsman Jim Hurlbut (assistant to Perkins on "Zoo Parade"), Earl Harris (unit manager), Tom Arend (assistant director), and Dorothy Ruddell (writer).

The group is expected to leave the United States sometime early in July and will fly to Europe and Africa via Scandinavian Air Lines.

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NBC-New York, 6/6/55



WINCHELL-MAHONEY JUNIOR ACHIEVEMENT PLAQUE GOES  
TO NEW YORK HERALD TRIBUNE FRESH AIR FUND

The Winchell-Mahoney Junior Achievement Plaque, heretofore awarded to youngsters who have performed deserving deeds, was presented to the New York Herald Tribune Fresh Air Fund in recognition of the work it has done for children, on THE PAUL WINCHELL AND JERRY MAHONEY SHOW Saturday, June 4 (NBC-TV, 10:30 a.m., EDT).

The Fresh Air Fund was saluted one day after its 78th birthday. On the telecast to accept the plaque in behalf of the Fund was 10-year-old Rita Luskavage, a member of the fund's singing chorus.

Rita, Paul and Jerry discussed how the Fresh Air Fund aids underprivileged children of New York City through six Summer camps owned and conducted by the fund and through its "Friendly Town" program. In presenting the award, Winchell cited the Fresh Air Fund "for having done so much for the good of others, for having brought happiness to so many youngsters of all races, creeds and color, and for its wonderful lesson in democracy."

A set of the Junior Encyclopedia Britannica, sports equipment and other gifts for group usage is being presented to the Fresh Air Fund for one of its camps.

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NBC-New York, 6/6/55





7 NBC STARS CARRY WEIGHT WITH LITTLE LADIES  
WHO CARRY IT IN ANOTHER WEIGH

The honors are falling thick and fast in this season of awards but among the most treasured, surely, will be the plaudits of the 150,000 members of the Chubby Club. These ladies, whose figure problem is one of overweight in the midriff area, are between the ages of 7 and 16 and they come from every state in the Union.

Now they announce their television favorites for the year and seven NBC stars have made their list of 15. They are Eddie Fisher, George Gobel, Loretta Young, Roy Rogers, Gale Storm, Martha Raye and Jack Webb.

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MORE THAN 22,000 CHILDREN ENROLL FOR  
'JERRY MAHONEY TREASURE HUNT'

More than 22,000 children from all sections of the country have enrolled for the "Jerry Mahoney Treasure Hunt" on NBC-TV's PAUL WINCHELL AND JERRY MAHONEY SHOW (Saturdays, 10:30 a.m., EDT).

The names of three "treasure hunters" are drawn from a huge revolving drum each week. All three are awarded identical prizes from a prize-laden treasure chest if the one telephoned by Paul and Jerry can locate where the treasure is hidden from musical clues.

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ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED

IN THE DISTRICT COURT OF THE UNITED STATES FOR THE DISTRICT OF COLUMBIA

ROGER KENNEDY, OF NBC NEWS' WASHINGTON STAFF, NAMED TO AID U.S.  
IN RELEASE OF INFORMATION ON POLIO VACCINE SITUATION

Roger Kennedy, of NBC News' Washington staff, has been selected by the government to expedite the release of information on the polio vaccine situation.

The 29-year-old newsman took over the job at the personal request of Roswell B. Perkins, assistant secretary of the Health, Education and Welfare Department, a personal friend. Kennedy's post is that of assistant to Perkins, and he is not on the government payroll.

Kennedy has already helped to prepare two public statements by U.S. Surgeon General Leonard Scheele.

Kennedy attended Yale and the University of Minnesota Law School and practiced as a trial attorney in the U.S. Department of Justice before joining NBC in 1953.

-----O-----

NBC-New York, 6/6/55

IN RELEASE OF INFORMATION TO PUBLIC UNDER E.O. 13526

THE 30-year-old woman was born in 1934 in the

personal report of Robert E. Taylor, Assistant Secretary of  
the Health, Education and Welfare Department, a report dated  
Kennedy's post as well as evidence to support, and it is not  
on the government's behalf.

Kennedy has always failed to provide the public

statements by U.S. Senator Charles McNamara.

Kennedy attended the two meetings of the

law school and practiced as a civil attorney in the U.S. District  
Court of Justice before joining him in 1953.





# TRADE NEWS

A SERVICE OF



June 7, 1955

CHEVROLET TO SPONSOR 17 TUESDAY NIGHT NBC-TV FULL-HOUR PROGRAMS;  
AT LEAST 6 WILL STAR BOB HOPE AND 2 WILL HEADLINE DINAH SHORE

- - -

Series Will Go in Famed 8-9 P.M. (N.Y. Time) Period

The Chevrolet Division of General Motors and Chevrolet Dealers will sponsor a series of 13 variety shows -- at least six starring Bob Hope and two starring Dinah Shore -- in the 8-9 p.m., New York time, Tuesday night period next season on NBC-TV, it was announced yesterday by Sylvester L. Weaver Jr., President of NBC.

In outlining the program, Mr. Weaver said that Hope, long-time top-ranking NBC comedian, will be seen in six, and possibly eight, of the shows. Miss Shore will be starred in two, and other outstanding stars of Broadway and Hollywood will be chosen for the remaining productions in the series. In addition, Chevrolet will sponsor four Summer programs in 1956 in the same 8-9 p.m., New York time, Tuesday period.

"With the scheduling of this series starring such outstanding entertainment personalities as Bob Hope and Dinah Shore, we are confident that next year an even greater number of the nation's sets will be tuned to NBC-TV during this hour," Mr. Weaver said. "We are happy to welcome the Chevrolet Division into sponsorship of this hour which has become a symbol of NBC rating and programming leadership."

(more)



## 2 - Chevrolet

This will be the third consecutive season that the popular Hope will be seen in this Tuesday night period. For Miss Shore, it marks an expansion of her activities for Chevrolet. She soon will complete the fourth season of the highly popular DINAH SHORE SHOW, sponsored by the Chevrolet Dealers of America and seen on NBC-TV on Tuesdays and Thursdays from 7:30-7:45 p.m., New York time, and will continue this program in the Fall, in addition to starring on two of the hour-long Tuesday productions.

The first show in the new Chevrolet series is scheduled for Tuesday, Oct. 4. The other dates for the Winter series are: Oct. 25, Nov. 15, Dec. 6, Dec. 27, Jan. 17, Feb. 7, Feb. 28, March 20, April 10, May 1, May 22 and June 12. Chevrolet is represented by Campbell Ewald Company of Detroit.

Plans for the other programs, under different sponsorship, starring Milton Berle and Martha Raye in the Tuesday 8-9 p.m., New York time, power-packed programming lineup will be announced later.

-----O-----

NBC-New York, 6/7/55

This will be the third consecutive season that the

opening week will be held in this special week. For this  
more, it means an expansion of the collection for the week.  
You will observe the week's season to the special position of the  
NOWA SHOW, sponsored by the Chevrolet dealers of America and now  
on the TV on Tuesday and Wednesday from 7:30-9:00 p.m. The show  
has, and will continue this season in the fall, in addition to  
center on two of the most famous theater productions.

The first show in the new Chevrolet season is scheduled for

Monday, Oct. 11. The other shows for the winter season are:  
Oct. 18, Nov. 12, Dec. 5, Jan. 19, Feb. 2, Mar. 6, Apr. 9, May 13,  
June 10, Aug. 1, Sep. 22 and Jan. 12. Chevrolet is sponsoring the  
special week season of Chevrolet.

Plans for the other seasons, which will be announced later.

Planning will be made and action taken in the coming 2-3 months. The  
work time, however, is being programmed to be announced later.

Oct-Nov 1955, 1956



# MONITOR

## THE NEW NBC RADIO SERVICE

'MONITOR' 70% SOLD WITH \$1,400,000 GROSS BILLINGS

ON BOOKS ALMOST WEEK BEFORE AIR TIME

- - -

Chesebrough Manufacturing, Morton Salt and Goodrich Tires Are Latest  
to Buy Participation Schedules

MONITOR, NBC's new weekend radio service, is now 70 per cent sold in the network time periods, with more than \$1,400,000 in gross billings on the books almost one week before the series is kicked off via a special simulcast Sunday, June 12 (NBC Radio and TV, 4-5 p.m., EDT).

Three more major national advertisers -- the Chesebrough Manufacturing Co., the Morton Salt Co. and the B.F. Goodrich Tire Co. -- have signed for extensive participation schedules, bringing the total number of announcements sold to date to 1,678. Of this total, 853 are one-minutes, 450 are 30-second ones and 375 are six-second "billboard" announcements.

Chesebrough's 13-week participation schedule will start July 2 through McCann-Erickson, Inc.; Morton Salt's 15-week schedule will begin June 18 through Needham, Louis and Brorby, Inc., of Chicago; and the B.F. Goodrich Tire Co. announcements series is scheduled to begin June 18. Batten, Barton, Durstine and Osborn, Inc., is the advertising agency for Goodrich.

Other network sponsors who have signed for participations on "Monitor" include the Chevrolet Division of General Motors, Philip Morris Cigarettes, the Gruen Watch Co., the Western Union Telegraph Co., the Radio Corporation of America, Nash Motors and Carter Products.

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# News

## SPOT SALES

NBC SPOT SALES BRINGS

9 SPONSORS TO MONITOR

MONITOR, the new NBC Radio service for weekends which will be launched Sunday, June 12, will have a strong representation of sponsors who have purchased time on the NBC Owned Stations and individual stations represented by NBC Radio Spot Sales.

The latest sponsor to join the list is the Seven Up Bottling Company, which has purchased a series of 20-second spots to be scheduled throughout each weekend between June 12 and Dec. 31. The purchase was for the five NBC Owned Stations -- WRCA, New York; WRC, Washington; WMAQ, Chicago; WTAM, Cleveland, and KNBC, San Francisco. The order was placed through the J. Walter Thompson Company in Chicago.

A total of nine sponsors has purchased time on MONITOR on a spot basis through NBC Radio Spot Sales. The group includes, in addition to Seven Up: Thomas Lipton, Inc., for Lipton Tea, through Young and Rubicam; Radio Corporation of America, through Kenyon and Eckhardt, Inc.; A.D. McKelvy, division of Vick Chemical, for Seaforth Toiletries, through Morse International; Douglas Laboratories of Miami, for Coppertone, through Pally Embry Advertising Agency; Shulton, Inc., for Bronzetan, through Wesley Associates; Good Humor Corp., for Good Humor Ice Cream, through David J. Mahoney; Aloe Laboratories, Inc., for Alo (cq) Products, through John Morrison; and D-X Sunray Oil Company, through R.J. Potts, Calkins and Holden.

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NBC-New York, 6/7/55







# TRADE NEWS

A SERVICE OF



June 7, 1955

'ALLEN IN MOVIELAND' (STEVE, THAT IS) INSPIRES 1½-HOUR EXTRAVAGANZA  
ON NBC-TV IN COOPERATION WITH UNIVERSAL-INTERNATIONAL PICTURES

- - -

Saturday, July 2, Telecast Will Present Jeff Chandler, Piper Laurie,  
Tony Curtis, Audie Murphy, Mamie Van Doren, and Others

Steve Allen, star of NBC-TV's "Tonight" show, will act as  
master of ceremonies for the network's hour-and-a-half production of  
Saturday, July 2, ALLEN IN MOVIELAND (9 to 10:30 p.m., EDT).

The production is being done in cooperation with Universal-  
International Pictures, Inc. Among the Universal stars who will ap-  
pear on the program are Jeff Chandler, Piper Laurie, Tony Curtis,  
Audie Murphy, and Mamie Van Doren. Cast additions for the 90 minute  
extravaganza will be announced at a later date.

Steve Allen will be in Hollywood at the time of the pro-  
duction to star the title role of Universal-International's "The Benny  
Goodman Story."

The script for "Allen in Movieland" will be written by Don  
McGuire and directed by Dick McDonagh. Jack Rayel is the producer for  
the joint project between NBC and U-I.

Announcement of the details of the 90 minute production was  
made by Rayel and U-I Vice President David A. Lipton.

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NBC-New York, 6/7/55





# TRADE NEWS

A SERVICE OF



June 7, 1955

THEODORE GRANIK'S "AMERICAN FORUM" AND "YOUTH WANTS TO KNOW"  
PRAISED BY N.Y.'S MAYOR WAGNER IN FORMAL RESOLUTION

- - -

Citation Timed for 27th Anniversary of 'American Forum'

Mayor Robert F. Wagner of New York today (June 6) paid high tribute to Theodore Granik for his "distinguished and exceptional service" in producing YOUTH WANTS TO KNOW and AMERICAN FORUM, both NBC-TV and Radio presentations.

The mayor issued a formal resolution citing Mr. Granik on the occasion of the 27th anniversary of AMERICAN FORUM.

The resolution reads as follows:

Know all men by these presents that I, Robert F. Wagner, mayor of the city of New York, do hereby cite for distinguished and exceptional service Theodore Granik, founder-producer of NBC's "American Forum" and "Youth Wants to Know," for his creation 27 years ago of the pioneer award-winning radio and television panel discussion program, a public service dedicated to freedom of speech through the presentation of all sides of all issues, thus making a contribution to public enlightenment and the education of youth which is unparalleled in the media through which he speaks.

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# TRADE NEWS

A SERVICE OF



June 7, 1955

## 48 LEADING DEPARTMENT STORES THROUGHOUT COUNTRY BEGIN "FATHER'S DAY AT HOME" MERCHANDISING CAMPAIGN

Forty-eight department stores throughout the country will participate in "Father's Day at 'Home'," specially designed merchandising campaign tying in the nation's leading department stores and NBC-TV's HOME program, it was announced jointly by Richard Linkroum, executive producer of "Home," and Murray Heilweil, NBC's manager of merchandising. The promotion is the first of its kind to be featured on a top-flight network program.

The two-week gift promotion, starting June 6, will feature four to five different gift items each day for America's 38,000,000 fathers during the regular Monday-through-Friday five-minute shopping segment of "Home" (11 a.m.-12 noon, EDT).

During this two-week period preceding Father's Day, "Home" viewers will be shown the names of the 48 cooperating stores in their cities and informed that the featured items, as well as other Father's Day gifts, can be purchased at their "Father's Day at 'Home'" store.

Specially designed promotional kits, including life-size cutouts of "Home's" editor-in-chief Arlene Francis, giant-sized gift lists, suggested advertising mats, and on-the-air copy have been provided the cooperating stores in "Home's" viewing area. The stores

(more)



## 2 - "Father's Day at 'Home'"

will feature special "Father's Day at 'Home'" window and in-store displays of the products and will also run television, radio and newspaper advertising tying in with this promotion.

Fishing equipment, power mowers, hammocks, golf bags, portable radios, cuff links, outdoor grills and portable TV sets are among the Father's Day gift items featured at such "Father's Day at 'Home'" stores as Jordan Marsh Company, Boston, Mass.; Rollman & Sons Company, Cincinnati, Ohio; Titcher-Goettinger Company, Dallas, Tex.; Younkers Department Store, Des Moines, Iowa; Herpolsheimer Company, Grand Rapids, Mich.; R.E. Kennington Company, Jackson, Miss.; F.N. Arbaugh Company, Lansing, Mich.; Stewart's Department Store, Louisville, Ky.; Gimbel Brothers, Philadelphia, Pa.; The Outlet Company, Providence, R.I.; Pomeroy's, Inc., Wilkes-Barre, Pa.; H.P. Wasson Company, Indianapolis, Ind.; The Emporium, San Francisco, Calif.

"Father's Day at 'Home'" is the first in a series of planned year-round promotions for the 'Home' program, based on seasonal shopping events. The program has just completed a successful year of these department store events. In addition to "Department Store of the Week," the series cooperated with department stores last year for its first "Annual Christmas Festival on 'Home'."

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NBC-New York, 6/7/55



of the Department of the Interior, Bureau of Land Management, Washington, D.C. 20250

1. The purpose of this report is to provide a summary of the results of the study conducted by the Bureau of Land Management, Department of the Interior, Washington, D.C. 20250, in cooperation with the Bureau of Reclamation, Department of the Interior, Washington, D.C. 20250, and the Bureau of Indian Affairs, Department of the Interior, Washington, D.C. 20250, regarding the proposed development of the [redacted] area.

2. The study was conducted in accordance with the provisions of the [redacted] Act, and the results are presented in this report. The study was conducted by the Bureau of Land Management, Department of the Interior, Washington, D.C. 20250, in cooperation with the Bureau of Reclamation, Department of the Interior, Washington, D.C. 20250, and the Bureau of Indian Affairs, Department of the Interior, Washington, D.C. 20250.

U.S. GOVERNMENT PRINTING OFFICE



# TELEVISION NEWS

A SERVICE OF



June 8, 1955

## BOB HOPE SIGNS NEW 5-YEAR CONTRACT WITH NBC FOR EXCLUSIVE TELEVISION SERVICES

Bob Hope has signed a new five-year contract with the National Broadcasting Company for his exclusive services in television, Sylvester L. Weaver Jr., President of NBC, announced yesterday.

In announcing the contract, Mr. Weaver commented:

"It is always gratifying for NBC to announce a renewal of its association with such a talented personality as Bob Hope. Through many years, 'The Bob Hope Show' on both NBC Radio and Television has meant outstanding, wholesome entertainment to millions. Under this new contract, we look forward to even greater successes by Bob in the future."

During the 1955-56 season, Hope will star in six, or possibly eight, hour-long variety programs in the highly rated Tuesday, 8-9 p.m. (New York Time) time spot. The shows will be sponsored by the Chevrolet Division of General Motors and the Chevrolet Dealers.

Hope started in radio as a guest on Rudy Vallee's famous NBC Thursday night program. His brand of comedy caught on rapidly, and in 1938 he was starred in his own radio show on NBC. Thereafter followed quick success in motion pictures and personal appearances and finally in television.

James L. Saphier represented Hope in the contract negotiations with NBC.

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# MONITOR

THE NEW NBC RADIO SERVICE

NBC UNVEILS \$150,000 RADIO CENTRAL  
FOR ITS WEEKEND 'MONITOR' SERVICE

NEW YORK, June 8 -- The National Broadcasting Company today unveiled for the press a \$150,000 communications center known as NBC Radio Central, which will serve as the point of origination for MONITOR, the network's new weekend radio service.

"Monitor," which represents a complete departure in network weekend radio programming, will be introduced with a one-hour simulcast on Sunday, June 12 (4-5 p.m., EDT) and will continue on the radio network until midnight, EDT. On subsequent weekends, "Monitor" will offer listeners a continuous flow of entertainment and information from 8 a.m. Saturday until Sunday midnight, EDT.

At NBC today, James Fleming, executive producer and editor of "Monitor," explained the various functions of Radio Central, which he described as a "listening post of the world" and the last word in broadcasting flexibility and mode of operation. During the tour of Radio Central, overseas circuits were established with London and Paris. Newsmen were able to chat with four British radio-TV critics in London and with "Monitor's" roving European correspondent, Art Buchwald, in Paris.

(more)





Presiding over segments of "Monitor" will be prominent personalities called communicators. They include, in addition to Fleming, Dave Garroway, Clifton Fadiman, Red Barber, Ben Grauer, John Cameron Swayze, Frank Gallop, Frank Blair, Walter Kiernan, Al Collins, Morgan Beatty, Kenneth Banghart and Leon Pearson. Allen Funt, Henry Morgan, Bob and Ray, and Roger Price will be featured regularly on "Monitor."

Seated at a control console in Radio Central, the communicator will be able to establish, merely by pushing buttons, live two-way communication both overseas and in this country. The installation was designed to provide unparalleled mobility in covering the news, wherever it is breaking.

The control console provides for 24 different sources of monitoring, both foreign and domestic. At the disposal of the communicator are trans-Atlantic telephone and overseas broadcast circuits, special broadcast lines and long-distance telephone lines for communication within the United States.

One of the most distinctive features of "Monitor" is that it will offer listeners audio pickups of the best in television. A television monitor before the communicator enables him to see what is on the NBC-TV network at that moment. By flicking a switch, he can relay the TV audio to "Monitor" listeners.

Adjacent to Radio Central are the NBC News Room, announcer booths and tape-recording and editing equipment. News flashes can be brought to the communicator in a matter of seconds.

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NBC TRADE NEWS

JOSEPH C. HARSCH TO ANALYZE NEWS ON NEW PROGRAM

Joseph C. Harsch, NBC News' noted commentator-analyst, will have his own program two nights a week beginning Sunday, June 26.

The program, on which Harsch will deal with the meaning of news events, will be heard every Sunday and Monday from 10:15 to 10:30 p.m., EDT. The Sunday program will be part of NBC Radio's new MONITOR.

Harsch, who joined NBC in 1952, has written regularly for the Christian Science Monitor since 1929 and has covered Berlin, London, Rome and Paris. He is the author of two books and is a winner of the du Pont Award.

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NEW POSTS ANNOUNCED FOR TWO IN NBC NEWS

Two personnel shifts in NBC News have been announced by Director William R. McAndrew.

Chester E. Hagan, assistant manager of the Central News Desk in New York, is moving to Chicago to take over as manager of News and Special Events.

Rex Goad, former network news editor in Washington, joins the New York office as night news room supervisor.

Hagan, who joined NBC in 1949, began his news career on the Reading (Pa.) Eagle.

Goad, started his career on the United Press. He joined NBC in Washington in 1951.

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NBC-New York, 6/8/55





'HEART OF THE NEWS' TO BE BROADCAST THRICE WEEKLY

HEART OF THE NEWS, NBC News' Saturday night analysis of world events, will be broadcast three times a week, effective June 28. It will be heard every Tuesday, Wednesday and Thursday from 10:15 to 10:30 p.m., EDT.

Henry Cassidy will continue as moderator.

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DON HERBERT, NBC'S "MR. WIZARD," ORDERED  
TO REST AFTER COLLAPSE FROM EXHAUSTION

Don Herbert, creator and star of NBC-TV's MR. WIZARD program, is resting comfortably in Augustana Hospital in Chicago, Ill., following a collapse from what his physician diagnosed as "acute and chronic exhaustion."

Herbert was stricken Saturday morning, June 4, two hours before his last live "Mr. Wizard" show of the season was to be televised. Kinescope telecasts are scheduled during the Summer. A kinescope was substituted for Saturday's program. This was the first time in the four-and-a-half years of "Mr. Wizard's" career that Herbert was unable to conduct his program.

His doctor has prescribed a long period of rest for the TV star.

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REPORT OF THE BOARD OF THE NEW YORK PUBLIC LIBRARY

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FORMER PRESIDENT TRUMAN AND A REPRESENTATIVE OF THE KREMLIN  
ON NBC PROGRAM ANALYZING DECADE SINCE UN'S INAUGURATION

- - -

'Ten Troubled Years' to Include Recorded Excerpts of Big Events

The last decade -- the one following the inception of the United Nations -- will be analyzed in a special NBC News program to be presented on the radio network from 9 to 9:30 p.m., (EDT) on Tuesday, June 21.

This program, entitled "Ten Troubled Years," will be one of the highlights of NBC News' coverage of the 10th anniversary of the UN.

Former President Harry Truman will be heard from, as will a representative of the Kremlin, in statements recorded expressly for this program.

In addition, recorded excerpts of dramatic events in the history of the UN will be featured.

Harrison Salisbury, former Moscow correspondent for the New York Times, will discuss various points, as will NBC commentators Pauline Frederick, the network's UN specialist, Joseph C. Harsch and H.V. Kaltenborn. Arthur Wakelee will narrate.

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FOR THE UNITED STATES AND THE UNITED KINGDOM  
ON THE PROGRAM ANNOUNCED BY THE UNITED STATES

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FOR THE UNITED STATES AND THE UNITED KINGDOM

The last decade -- the one following the end of  
the United Nations -- will be analyzed in a special 1980  
program for the anniversary of the United Nations.

9:30 p.m. (EST) on Tuesday, June 11

This program, entitled "The United Nations" will be  
one of the highlights of WGBH News' coverage of the 1980  
anniversary of the UN.

Former President Harry Truman will be heard from in  
a retrospective of the United Nations' 40th anniversary  
exclusively for this program.

In addition, several segments of historical interest in  
the history of the UN will be featured.

Further details, topics, and other information for the  
New York Times will be sent to you by WGBH.  
Information about the program is available in the  
New York Times and N.Y. Observer. A full program will  
be available.

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NEWS NOTES

FROM NBC OWNED STATIONS AND NBC SPOT SALES

Salesmen of NBC Spot Sales are carrying around little brown jugs these days. The jugs contain spiced shave lotion from Seaforth. They're tagged with the message that seaforth is one of the Charter Spot Radio Sponsors on NBC Radio's MONITOR on stations WRCA, WMAQ, KNBC, WRC and WTAM, the NBC Owned Stations. Mort Gaffin, manager of new business and promotion, put a supply in the hands of salesmen to give to prospective spot sponsors for MONITOR and spice up their sales talks.

O O O

NBC Spot Sales Vice President Thomas B. McFadden cites this evidence that WAVE-TV, Louisville, Ky., which is represented by NBC Spot Sales, is "the station with a sock":

One of WAVE-TV's programs, "Tomorrow's Champions," features local amateur boxers. A middleweight fighter recently listed on the card failed to put in an appearance. So Frank Miller, a prop man at the station, volunteered to take his place in the ring. Miller scored the only knockout of the evening -- and in the first round.

O O O

Speaking to the NBC Spot Sales Clinic, Frank Coulter, Associate Media Director of Young and Rubicam agency, pointed out that there's a very important human element to consider when a station is evaluated for its strength as an advertising medium.

(more)





The important features to consider when evaluating a station, according to Mr. Coulter, are management and all employees -- their knowledge of the business, their policies, how and why they program their station, their standing in the community, etc.

Everything and everyone from top management to the lowliest employe, in addition to the power and frequency factors, are logical criteria for judging a station, he added.

O O O

Instead of taking cameras and other television gear to a swimming pool or Lake Michigan to demonstrate swimming lessons, station WNBQ brought a "mobile unit" of water to its studio at the Merchandise Mart. WNBQ's Bob and Kay with Eddie Douchette program is presenting an eight-week series in cooperation with the Chicago Chapter of the American Red Cross. A 12-foot plastic swimming pool is set up in the studio.

O O O

Not only does the weather man get blamed for unfavorable weather; so at times do the people who report his findings. Howard Tupper, a veteran of 19 years broadcasting experience, presents "Tomorrow's Weather" on station WRGB, Schenectady. Recently the Bennington, Vt. Evening Banner ran this line in large type on its front page:

"Howard Tupper Has Lost His Touch. He Promised An Extra Hour of Sunshine With Daylight Saving Time. All We've Got is a Worse Sinus Condition."

(more)





O O O

Interesting -- and significant -- bit of mathematics: NBC Spot Sales represents television stations in 10 major cities, which is 4 per cent of the cities that have television. In these cities are 13,079,000 television receivers, according to May 1, 1955, figures. That's 39 per cent of the nation's total.

O O O

Cleveland stations WNBK and WTAM played a major role in a promotion of Pick-N-Pay in celebration of its 27th anniversary. RCA products were offered as prizes to customers who filled out entry blanks at any of the 16 Pick-N-Pay stores. An on-the-air campaign of thirty 20-second and minute spots on WTAM-WNBK kicked off the promotion and helped bring in 353,000 entry blanks.

O O O

Station WNBQ, Chicago, celebrated the sale of the largest single block of local program time in its history. Cole-Finder, Inc., Lincoln-Mercury dealer, signed to sponsor a five-hour period on the station on Saturday afternoons. The period, from 1:00 to 6:00 p.m., is titled "Picturama," and presents five feature films, every hour on the hour. The order was placed through Rocklin-Irving and Associates.

O O O

In addition to doing his civic duty, Steve White, program manager of station WRCA, New York, put to good use an eight-day stint

(more)



4 - NEWS NOTES

of service on a Criminal Courts jury. He collected inscriptions from the walls of various court buildings, such as "Truth Is the Foundation of Justice," and will incorporate them into public service spot announcements about a citizen's duty to do jury service when called.

O O O

In seeking good prospects for Spot Radio sales, look to advertising agencies that service accounts with budgets under one million dollars -- this was the advice given an NBC Spot Sales Clinic by Bob Foreman, vice president of BBD&O. He pointed out that such accounts with limited funds can use the valuable saturation selling offered by the low cost frequency of Spot Radio.

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NBC-New York, 6/8/55



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O O O

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STEVE ALLEN INVITES NBC'S STOCKTON HELFFRICH BACK TO "TONIGHT"  
FOR ANOTHER CHAT ON HOW NETWORK PROGRAMS ARE APPROVED

- - -

Manager of Continuity Acceptance to Discuss Some  
Behind-the-Scenes Activities of His Department

One of the important behind-the-scenes men in television steps in front of the camera Thursday, June 16, on TONIGHT (NBC-TV, 11:30 p.m. to 1 a.m., EDT, Monday through Friday).

The man is Stockton Helffrich, NBC's manager of continuity acceptance. He's the man who advises producers and performers on the acceptability of their material to the network.

Mr. Helffrich plans to discuss audience reaction to the varied material on the "Tonight" show, the problems relating to showing drinking on the family television screen, the handling of mental ills on the air (including Allen's own projected new program "The Psychiatrist"), the type of advertising which the network refuses to take and parental feelings on what should and should not be shown on the air.

Mr. Helffrich's first appearance before the "Tonight" audience Jan. 5, brought in strong audience response praising the network for explaining the operations of one of its lesser-known departments.

It also provided interviewer Steve Allen with an entertaining foil. Allen had originally scheduled the continuity chief for a 10-minute appearance. The exchange of wit proved so entertaining to both the "Tonight" star and his studio audience that the interview ran closer to half an hour.

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June 8, 1955

LIFE AND DAZZLING TIMES OF F. SCOTT FITZGERALD  
TO BE RELATED ON NBC'S "BIOGRAPHIES IN SOUND"

The life and dazzling times of the late F. Scott Fitzgerald will be re-created on radio Tuesday, June 14, when NBC News presents another in its popular series of BIOGRAPHIES IN SOUND.

With this program, the series shifts permanently from its former Sunday evening spot to the Tuesday period of 9 to 9:55 p.m., EDT.

Author Fitzgerald's story will be told by the following:

Arthur Mizener, who wrote Fitzgerald's biography, "The Far Side of Paradise."

Henry Wales of the Chicago Tribune's Paris office, who will recall the champagne-spurting days when Fitzgerald and his wife, Zelda, chased about Paris and the Riviera.

Budd Schulberg, who wrote the novel based on Fitzgerald's life -- "The Disenchanted."

Dick Washington and Cecil Reed, boyhood friends from St. Paul, Minn.

Harold Ober, Fitzgerald's agent and close personal friend.

Robert Beuchner, advertising man, who was an undergraduate at Princeton the day triumphant alumnus Fitzgerald returned flushed with the success of having written "This Side of Paradise" -- and was suspended from his club because he served bootleg liquor to some students.

The wealth of anecdotes -- tragic, poignant and amusing -- will be woven together by editor Bill Hill.

-----O-----



LIFE AND CHARACTER OF THE  
TO BE WRITTEN BY THE

The life and character of the  
is related on the basis of the  
in the popular belief of the people.

With this program, the writer will  
on Sunday evening at 8:00 P.M. to 9:00 P.M.  
The following day will be held at the  
Arthur Mitchell, and other interesting  
part of the series.

Part of the series of the  
will recall the character of the  
the wife, John, and the other  
and the other, who were the  
life - "The Unfinished."

Dick Washington and Cecil  
Hill, Minn.

Harold Burr, the author of the  
Robert Schuman, the author of the  
estimate of the author of the  
returned finished with the  
Side of the author - and the  
he never looked back to the

The wealth of the author - the  
to be woven together by the



A SERVICE OF



June 8, 1955

'1976'

AMERICAN PETROLEUM INSTITUTE TO JOIN NBC IN 1-HOUR OCT. 9

PRESENTATION PREVIEWING LIFE IN U.S. 21 YEARS HENCE;

NBC PRESIDENT WEAVER WILL SERVE AS NARRATOR

A look at the shape of life in the United States on the 200th anniversary of the American Republic, 21 years hence, is in the offing for the nation's television viewers.

The American Petroleum Institute will join with the National Broadcasting Company in presentation this Fall of a special one-hour live program on the subject of how tomorrow and its developments will affect the American citizen in his home and private life. The TV view into the not-really-far-distant future will inaugurate this year's observance of Oil Progress Week.

The program, titled "1976," will be telecast Sunday, Oct. 9, from 4:30 to 5:30 p.m., New York time, with a repeat for the Pacific Coast from 8 to 9 p.m., Pacific time.

Announcement of the program and its sponsorship by American Petroleum Institute on behalf of the industry came today at the Pittsburgh meeting of the Oil Industry Information Committee of API.

Sylvester L. Weaver Jr., NBC President, will serve as narrator for "1976," which will feature some of television's outstanding stars, including Sid Caesar, Nanette Fabray, Arlene Francis

(more)



and Wally Cox. Ben Park, recently appointed NBC Director of Public Affairs, will produce the program. Mr. Park has won nationwide recognition as producer of "Hawkins Falls," "Out on the Farm" and many prize-winning TV and radio documentary shows.

"The show we are building puts the eye of the camera against a telescope to time," Mr. Weaver said. "At the other end of that telescope we will show our world and its society 21 years hence; our country and its economy, ourselves, and our families.

"None of this will be space-ship stuff. All of it will be based on scientific developments that are known, projected, or scientifically feasible. We will show both things and ideas, gadgets and creature comforts, as well as the spiritual and moral foundation of 1976."

As outlined by Mr. Weaver, the program will show how people will live -- how their lives will be vitally different at home, at work, at play, as they travel, as they educate themselves, as they participate in community life, as they loaf. It will underscore the fuller, richer life the future will bring.

"1976 will be a fabulous year, as are all the years growing to be -- even now in 1955," Mr. Weaver said. "The program will be a television show which inculcates the most positive optimism for our way of life in the future. It will show that courage and positive action are the only courses we can ever follow, because they are the courses which have brought us here.

"Coming at the beginning of Oil Progress Week, '1976' will be a symbol of the very progress for which that industry stands."

(more)





Speaking as national OIIC chairman, W.R. Huber, of Gulf Oil Corporation, Pittsburgh, said:

"We are very proud of the fact that we are going to sponsor this dramatic television show. We looked around for a long time for a suitable vehicle before we settled on '1976.'

"It will dramatize the very thing which we in OIIC have been promoting right along -- that private management and competitive enterprise are the keys to our future, just as they have been through our past and present growth and development.

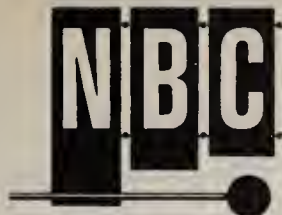
"This look to the future will be broad in concept, and will have strong appeal for adults and youngsters alike, both as entertainment and as education. We believe that it will be one of the outstanding television shows of the year."

Oil Progress Week (Oct. 9-15) is sponsored by API on behalf of the thousands of competing oil companies. In this annual observance -- this year's will be the eighth -- the oil industry makes a concerted effort to give the nation a first-hand report on petroleum.

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NBC-New York, 6/8/55)





# TRADE NEWS

A SERVICE OF



June 9, 1955

NBC TO TELECAST ALL-STAR BASEBALL GAME  
FOR SIXTH CONSECUTIVE YEAR

- - -

Gillette to Sponsor Coast-to-Coast Coverage

For the sixth consecutive year, the National Broadcasting Company will telecast the annual All-Star Baseball Game, which this year will be contested in Milwaukee County Stadium on Tuesday, July 12 (3:15 p.m., EDT).

Veteran baseball commentators Mel Allen and Al Helfer will team up to describe the action in this 22nd renewal of the diamond classic. The coast-to-coast telecast, which for the second year will be picked up by the Canadian Broadcasting Corporation, will be sponsored by the GILLETTE CAVALCADE OF SPORTS.

The starting lineup for each team, with the exception of the pitchers, is determined by popular vote of the fans. The National League squad, of course, will be managed by Leo Durocher, leader of the World Champion New York Giants. The American League representatives will be handled by Al Lopez, manager of the Cleveland Indians, who dropped four straight to the Giants in last Fall's World Series.

The American League leads the All-Star series, 13-8. Last year Casey Stengel of the New York Yankees led the American Leaguers to their first All-Star victory in five years.

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# TRADE NEWS

A SERVICE OF



June 9, 1955

MOVIE COMPANIES MAKE OWN STORIES AVAILABLE  
TO 'LUX VIDEO THEATRE' FOR TELECAST  
BEFORE PRODUCTION FOR SCREEN

## SUMMER SERIES

Stories which will be made into motion pictures within the next year or two have been made available to NBC's LUX VIDEO THEATRE by the movie companies which own them. The editors of "Lux Video Theatre" will select 12 stories to be previewed during the program's Summer series, starting Thursday, June 30 (NBC-TV, 10 to 11 p.m., EDT). The full-hour video dramas will continue through Sept. 15. The regular Winter format of the program will be resumed Thursday, Sept. 22.

Motion picture companies whose hit movies have been adapted for "Lux Video Theatre" during the past season are cooperating to make the widest possible selection of story material accessible for the Summer television previews.

Some of the stories, from which the TV plays will be adapted, are based on best-seller novels, others are adaptations of smash Broadway plays and still others are fresh, new originals.

This unique experiment not only will provide TV plays culled from the best of the thousands of stories purchased by the motion

(more)



2 - 'Lux Video Theatre'

picture companies but will showcase in them film contract players, promising newcomers who will have a chance to test the full scope of their abilities.

The program's regular production staff will continue through the Summer. Cal Kuhl is producer and Stanley Quinn, executive producer. Buzz Kulik, Richard Goode and Earl Ebi are the directors. Sanford Barnett and Richard McDonagh are the writers and Ken Carpenter the announcer. Rudolph Schrager is the music director and William Craig Smith the set designer. The sponsor is Lever Brothers for Lux products, and the agency is J. Walter Thompson Co. The show originates live from the NBC-TV Studios in Burbank, Calif.

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NBC-New York, 6/9/55





\*-----\*

CAST AND CREDITS FOR 'LUX VIDEO THEATRE' SUMMER SERIES ON NBC-TV

\*-----\*

TITLE: LUX VIDEO THEATRE

TIME: NBC-TV, Thursdays, 10 to 11 p.m.,  
EDT

FORMAT: Summer series begins June 30 for  
12 weeks. Full-hour adaptations  
of stories bought by movie  
companies for future production.

STARS: Different each week

CAST: Different each week

PRODUCER: Cal Kuhl

EXECUTIVE PRODUCER: Stanley Quinn

DIRECTORS: Buzz Kulik, Richard Goode and  
Earl Ebi

SET DIRECTOR: William Craig Smith

WRITERS: Sanford Barnett and Richard  
McDonagh

MUSIC DIRECTOR: Rudolph Schrager

ANNOUNCER: Ken Carpenter

SPONSOR: Lever Brothers for Lux products

ADVERTISING AGENCY: J. Walter Thompson Co.

ORIGINATION: Live, from NBC-TV Studios in  
Burbank, Calif.

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NBC-New York, 6/9/55





# TRADE NEWS

A SERVICE OF



June 9, 1955

20-YEAR FAMILY FAVORITE, 'FIBBER MCGEE AND MOLLY,'

TO GO ON DAYTIME RADIO FOR THE FIRST TIME

- - -

NBC Series to Be Heard 5 Mornings and 5 Evenings Each Week

For the first time in more than 20 years, the favorite family program of a whole generation of America's radio millions, FIBBER MCGEE AND MOLLY will go on daytime radio, Mondays through Fridays over the NBC network beginning Monday, June 27 (11:45 a.m.-12 noon, EDT).

The daytime programming is in addition to the NBC Radio nighttime series, Sunday through Thursday (10-10:15 p.m., EDT).

It was on April 16, 1935, that a young married couple, thoroughly imbued with mike-fright came away from their first NBC broadcast convinced that the first rung on the ladder of success was a mile off the ground.

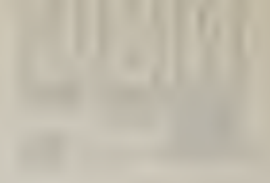
On April 17, 1955, Jim (Fibber) Jordan and Marian (Molly) Jordan said on their 20th anniversary that "it's beginning to look now like it might be kind of permanent."

The delightful show, which provided the nation's housewives with a clothes closet more cluttered than their own, and which gave origin to a hundred well-remembered slogans like, "T'ain't funny, McGee," has been more than an individual all-radio success story.

It has proved to be the fountainhead for many other subsequent success stories -- Perry Como, "The Great Gildersleeve," "Beulah," Ted Weems, the King's Men, Gale Gordon and many others.

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STAGGERED TRAVEL SCHEDULE SET FOR WEST COAST

VISIT OF STEVE ALLEN'S "TONIGHTERS"

TONIGHT, NBC-TV's late evening variety show, makes a formal invasion of the West Coast Monday, June 27, when Steve Allen's broadcasts begin originating from the network's Hollywood Studios. But even before that, advance representatives of the show will be laying the groundwork for the Hollywood broadcasts.

The first "Tonight" delegation will leave New York Wednesday, June 15. The advance unit will include Tom Naud, associate producer, and Carol Honig and Lois Balk -- the female-half of Steve Allen's quartet of writers.

They will be joined before June 27 by additional members of the "Tonight" staff, with the majority arriving on June 25, the day after Allen's final broadcast from New York.

While in California, the entire "Tonight" crew will be quartered at Los Angeles' Ambassador Hotel.

Allen will report to the movie lot Monday morning, June 27, for his title role in Universal-International's "The Benny Goodman Story."

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NBC-New York, 6/9/55



35,809,000 TV SETS IN U.S. AS OF MAY 1--GAIN OF 305,000  
DURING APRIL, NBC ESTIMATE SHOWS

Television installations in the U.S. increased 305,000 during April, to reach a total of 35,809,000 as of May 1, according to an estimate released today by Hugh M. Beville, Jr., Director of Research and Planning for the National Broadcasting Company.

A total of 405 stations in 251 markets were operating commercially in the continental U.S. as of May 1, 1955. NBC was affiliated with 184 of these stations, covering 35,406,000 TV sets. Live NBC programs, Mr. Beville said, were available to 156 stations serving 34,666,000 sets or 97 per cent of the U.S. total.

As of May 1, nearly 31,000,000 TV sets were in areas where NBC network color programs were available.

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SOL CORNBERG OF NBC TO ADDRESS INTERNATIONAL DESIGN CONFERENCE

Sol Cornberg, NBC director of studio and plant planning, will be a featured speaker on June 13 at the International Design Conference in Aspen, Col. His topic will be automation and its effects on design in communications.

Mr. Cornberg designed the sets for NBC's "Today," "Tonight" and "Home" programs. He also contributed to the design of NBC's "Color City" in Burbank, Cal. His book, "Television Techniques," is soon to be published by Harper & Brothers.

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# TRADE NEWS

A SERVICE OF



June 9, 1955

"HOWDY DOODY" AND "PINKY LEE SHOW" COMMENDED

BY GENERAL FEDERATION OF WOMEN'S CLUBS

NBC's HOWDY DOODY and PINKY LEE SHOW have been commended in a poll by the General Federation of Women's Clubs, which concluded that "children's programs are improving each year."

The GFWC, the world's largest women's organization, polled 2,500 members in a survey of children's television. Its report included these findings:

"Howdy Doody" was commended by 73 per cent of the viewers as "good entertainment." The show was also praised for reminders to attend church and for advice on fire safety.

"Pinky Lee" was commended by 77 per cent of the viewers for its advice to young viewers on such matters as good citizenship and obedience to parents.

Among the survey's favorable conclusions on children's television were these:

"The amount of objectionable language is insignificant in comparison with the amount of inspiring language."

"Women appreciate inspiring programs for children and watch them with the children."

"A general feeling that children's programs are improving each year."

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## MRS. JEANNE FISHER JOINS 'HOME'

AS OFF-CAMERA COOKING EDITOR

Mrs. Jeanne Fisher has joined the staff of NBC-TV's HOME (Mondays-Fridays, 11 a.m. to 12 noon, EDT), as off-camera cooking editor. She replaces Jeanne Homm who has left the program to accept another assignment.

Mrs. Fisher is a graduate home economist from Ohio State University and before assuming her present position with "Home" was Director of Home Promotion for Product Services Advertising, Inc. She was formerly a food consultant in market research for the Consensus Research Institute in New York; in charge of testing, research and copy releases for Kingsdale Dairy Products in New York, and buyer and fashion co-ordinator for the Walter Irving Shop in Detroit, a high-fashion specialty shop. Mrs. Fisher was also a domestic science instructor at the Woman's and Children's Hospital in Toledo, Ohio.

On "Home," Mrs. Fisher will work with on-camera cooking editors, Kit Kinne and Chef Phillip.

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NBC'S "MEDIC" SERIES PRAISED BY OFFICER  
OF OKLAHOMA COUNTY HEALTH ASSOCIATION

Praise for the MEDIC series (NBC-TV, three Mondays out of four, 9 p.m., EDT) comes from E.G. Green, the executive officer of the Oklahoma County Health Association.

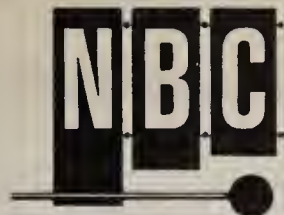
Mr. Green writes, in part: "Your TV series, 'Medic,' is always good, and interesting. In the estimation of all at the Health Center the recent 'Physician, Heal Thyself,' was one of the best of all... It told a story that we wish might be told again and again, dealing, as it did, with the shock that is bound to come when diagnosis of TB is made... It was a grand story, well told. We think it served a very helpful purpose. Our thanks to you and your great TV station for bringing it here."

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NBC-New York, 6/9/55







# TRADE NEWS

A SERVICE OF



June 9, 1955

WHAT RADIO AND TV FANS HEARD AND SAW 17 YEARS AGO  
WILL BE RECALLED IN NBC'S "REMEMBER...1938"

One of the largest areas for nostalgia to be utilized during Herbert Bayard Swope Jr.'s Sunday, June 19 NBC-TV production REMEMBER...1938 (7:30 to 9 p.m., EDT) will concern the highspots of NBC's radio and television year. Following are a few of the '38 highspots which fans will recall:

- February -- NBC brought the first exclusive broadcast from the Pyramids of Egypt. Dragomen (native guides), Arabs and Egyptologists were heard in a broadcast from in front of the Gizen Pyramid and from within the tomb of Cheops.
- March -- Mobile TV vans operated by NBC made the first remote pickup in New York.
- March 12-14 -- Detailed coverage of the absorption of Austria by Germany. NBC brought from Vienna and other European capitals the story of the Nazi coup. For more than 24 hours, NBC had the only radio link between Vienna and America.
- March 30 -- Kay Kyser and his "College of Musical Knowledge" began a long series.

(more)



2 - 'Remember...1938'

- April -- NBC brought to American listeners the first exclusive broadcasts from Pitcairn Island in the South Seas.
- June 7 -- The first NBC-TV showing of scenes from a Broadway play, "Susan and God," starring Gertrude Lawrence and produced by John Golden.
- June 22 -- The Joe Louis-Max Schmeling championship fight. The most extensive coverage of a major sporting event in radio history. It was carried exclusively by NBC's network of 146 stations and five American shortwave stations.
- Sept. 12 -- Ninety minutes of network time were devoted to Hitler's Nuremberg talk.
- Sept. 22 -- NBC brought first news directly from areas affected by the severe hurricane which hit New England and the Eastern Seaboard.
- Sept. 25 -- Pianist Ignace Jan Paderewski broadcast for the first time directly from Switzerland.
- Sept. 27 -- Bob Hope started his radio series.
- Sept. 29 -- NBC scored a major scoop when it broadcast the first reading of the official text of the Four Power agreement 46 minutes ahead of its nearest competitor. NBC's Max Jordan read the communique from Munich.

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# TRADE NEWS

A SERVICE OF



June 10, 1955

NBC RADIO LEADS ALL OTHER NETWORKS IN AVERAGE EVENING AUDIENCE,  
ACCORDING TO LATEST NIELSEN RADIO INDEX

- - -

Survey Shows that NBC Has 6 of Top 10 Evening Programs, and 4 Out  
of 5 Multi-Evening Shows

NBC Radio led all other networks in average evening audience, according to the latest Nielsen Radio Index, covering the two weeks ending May 7, 1955.

The Nielsen report shows that NBC had a 21% lead over the second network on an average-per-minute rating basis for all evening sponsored programs.

The current Nielsen pocketpiece shows that NBC Radio has six of the top ten evening once-a-week shows, with "People Are Funny" (Paper Mate) being No. One. Other NBC Radio shows in the top ten are "Dragnet," "Lux Radio Theatre," "You Bet Your Life," "People Are Funny" (Toni), and "The Roy Rogers Show."

The Nielsen survey also revealed that NBC had four of the top five multi-weekly evening programs. They are "One Man's Family," "News of the World," "The Great Gildersleeve" and "Fibber McGee and Molly."

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# TRADE NEWS

A SERVICE OF



June 10, 1955

JAN MURRAY IS EMCEE OF 'DOLLAR A SECOND,'  
NOVELTY QUIZ STARTING ON NBC-TV JULY 5

Jan Murray comes to NBC-TV with his novelty audience-participation comedy-quiz show, DOLLAR A SECOND, on Tuesday, July 5 at 9:30 p.m., EDT, dispensing a cool mint of money to lucky contestants for a period of eight hot Summer weeks.

The show is an adaptation of the French television game, "Cent Francs La Second" ("Hundred Francs a Second"). In addition to its question-and-answer format, providing penalties for incorrect answers, it features an element of suspense which builds up as the show progresses in that an "outside event" can adversely affect a contestant's entire winnings.

Jan will pose a series of questions to a contestant. Failure to answer correctly subjects the contestant to a "penalty." For every second during which he is questioned or during which he is fulfilling his penalty, he is paid a dollar.

Meanwhile, away from the studio, the "outside event" menaces the contestant's chances of collecting his prize money, and this suspense builds up as the seconds continue to tick away.

(more)





If the "outside event" (which may be the landing of a plane at La Guardia field, the birth of a baby at a particular New York hospital, or the passage of an Illinois car through the Lincoln Tunnel) occurs while the contestant is competing in the studio, he or she loses all the loot accumulated.

The show, sponsored by the Toni Company makers of permanent wave and other hair products as well as shaving aids, lipstick and cosmetic creams goes into the time-spot formerly occupied by "Armstrong Circle Theatre."

David Brown will produce "Dollar a Second" and Phil Levens will direct. Weiss and Geller, Chicago, is the agency for the Toni Co.

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NBC-New York, 6/10/55





# TRADE NEWS

A SERVICE OF



June 10, 1955

HAL MARCH AND TOM D'ANDREA, AS "THE SOLDIERS,"

START NEW NBC-TV SATURDAY SERIES JUNE 25

## PREMIERE

"We're just a couple of guys working for the Government -- but we're in khakis and fatigues." That's the way Hal March and Tom D'Andrea describe their new NBC-TV program, THE SOLDIERS.

"The Soldiers," a half-hour show, makes its first appearance Saturday, June 25 at 8 p.m., EDT. It will fill the time period formerly held by "The Mickey Rooney Show," which had its final telecast, Saturday, June 4.

Hal, featured this season as the husband on NBC-TV's "Imogene Coca Show," and Tom, veteran comedian-writer, are out to re-awaken the Army memories of the current crop of GI vets. Hal, an old Army man himself, and Tom, an Air Force vet, will play a pair of non-ranking, sergeant-baiting yardbirds "living it up" within the limits of Army routine.

Other characters will be built up in the half-hour vehicle, but the first shows, which will originate in Hollywood, will revolve around Tom and Hal in the barracks, on the post, and in town.

Tom and Hal, united under the banner of Da'Mar Productions, will produce, write and star in the series.

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# TRADE NEWS

A SERVICE OF



June 10, 1955

## MOST POPULAR 'THIS IS YOUR LIFE' SHOWS OF PAST SEASON TO BE PRESENTED AGAIN IN SUMMER SERIES

Thirteen of Ralph Edwards' most popular THIS IS YOUR LIFE programs of the 1954-1955 season will be presented again in a series on Wednesdays (NBC-TV, 10 p.m., EDT), beginning June 29 and concluding Sept. 21. Subjects of the Summer schedule will be:

- June 29 -- Yvonne Kennedy, Belgian patriot and worker in the Allied Underground.
- July 6 -- Dr. Lawrence C. Jones, founder of Negro College in Piney Woods, Miss.
- July 13 -- Eddie Hamilton, Chicago cab driver.
- July 20 -- Connie Haines, singer and recording star.
- July 27 -- Mickey Walker, ex-prize fighter and artist.
- Aug. 3 -- Bebe Daniels, former film star and present-day English TV star.
- Aug. 10 -- The Rev. Robert Richards, Olympic pole vaulter.
- Aug. 17 -- Jennie Grossinger, hotel operator and philanthropist.
- Aug. 24 -- Wayman Presley, rural mail carrier and originator of plan to build enormous cross atop Bald Knob Mountain.
- Aug. 31 -- Andy Devine, movie comedian.

(more)



2 - 'This Is Your Life'

- Sept. 7 -- Marjorie Lawrence, operatic singer and polio victim.
- Sept. 14 -- Gen. Mark Clark, World War II hero and now head of The Citadel, the "West Point of the South."
- Sept. 21 -- Gale Storm, television and motion picture star.

"This Is Your Life" will resume its live presentations for the 1955-1956 season on Wednesday, Sept. 28.

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NBC-New York, 6/10/55





# MONITOR

## THE NEW NBC RADIO SERVICE

FIRST FULL WEEKEND SCHEDULE OF MONITOR WILL COVER  
WEDDING, GOLF TOURNAMENT AND PARACHUTE JUMP

- - -

Many Other Features Highlighted on June 18-19 Schedule

June 18 and 19, the first full weekend that MONITOR, NBC's new radio service, will be heard, will be distinguished by a number of widely divergent features, among them a wedding, a championship golf tournament and a parachute jump.

"Monitor," which will be heard from 8 a.m. Saturday until Sunday midnight, EDT, will offer a continuous flow of entertainment and information throughout this 40-hour period. Representing a complete departure in network radio weekend programming, "Monitor" was introduced with a one-hour simulcast on Sunday, June 12, and continued on NBC Radio until midnight. James Fleming is executive producer and editor of the new service.

Among the personalities who will be heard on "Monitor" June 18-19, in addition to Fleming, are Dave Garroway, Bob and Ray, Frank Blair, Frank Gallop, John Cameron Swayze, David Brinkley, Morgan Beatty, Walter Kiernan, Henry Morgan, Al Collins, Leon Pearson, Ed Prentiss, Clifton Fadiman, Ben Grauer and Ken Banghart.

June being the traditional month for brides, "Monitor" will interview "America's Most Beautiful Bride," Dayna Hutchins, of Berkley, Calif. Winner of a contest conducted by Bride's  
(more)

# NOTICE

THE NEW YORK PUBLIC LIBRARY

STATE OF NEW YORK  
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IN SENATE  
January 18-19, 1900

REPORT OF THE COMMISSIONERS OF THE LAND OFFICE  
IN RESPONSE TO A RESOLUTION PASSED BY THE SENATE  
ON JANUARY 18, 1899

ALBANY: J. B. LIPPINCOTT & CO., PRINTERS.  
1900.



Magazine, Miss Hutchins will marry her step brother on June 24. While courting, they introduced their respective parents, who married before the young couple could.

"Monitor" listeners also will meet Mr. and Mrs. Burt Todd, of Pittsburgh, a most unusual couple who recently honeymooned in Shangri-La -- or, more specifically, Bhutan, Tibet. The Bhutanese had never before seen an American woman. "Monitor" also will cover the festivities attendant to a Polish wedding in Pittsburgh.

On the sports side, "Monitor" will cover the final round of the National Open Golf Championship at San Francisco's Olympic Country Club from 8:05-9 p.m., EDT, on Saturday, June 18. Lawson Little, himself a former winner of the classic, and Harry Von Zell will describe the action in the 55th renewal of the Open.

At Fort Bragg, N.C., "Monitor" will cover the parachute jump of the one-millionth paratrooper to qualify for this rugged branch of the Armed Forces. "Monitor" literally will be with him all the way down. But before this, "Monitor" listeners will hear the paratrooper's commanding officer, the pilot and crew of the transport plane, the riggers who pack his chute, and the other paratroopers in his "stick." At last, the jump itself. The millionth paratrooper to qualify will be next to last in the stick. The jump sergeant, last man in the stick, will describe the trip earthward and will interview the millionth paratrooper when they land.

Other features scheduled for June 18-19 include a documentary marking the second anniversary of the Berlin riots and live dance music pickups from New York's Birdland, Embers, and Nick's; Chicago's Blue Note, and the Los Angeles Palladium.

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NBC-New York, 6/10/55



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F. SCOTT FITZGERALD'S "BIOGRAPHY IN SOUND" POSTPONED;  
GERTRUDE LAWRENCE STORY TO BE REPEATED ON NBC RADIO

The BIOGRAPHY IN SOUND of the novelist F. Scott Fitzgerald, originally scheduled for Tuesday, June 14, will be presented at a later date.

In its place, the "Biography in Sound" of Gertrude Lawrence will be repeated. The late actress herself will be heard in recorded excerpts from "Private Lives," "Shadow Play" and "Red Peppers."

"Biographies in Sound" are produced by NBC News. Effective June 14, they move to the 9 to 9:55 p.m. (EDT) Tuesday time-spot.

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ROY ROGERS WINS 'STICK-TO-IT' AWARD

Roy Rogers has received a 1955 "Stick-to-It" Award for his "extraordinary and lasting popularity among millions of Americans, coupled with his unstinting efforts in behalf of the March of Dimes."

The award, presented Thursday, June 9, on the "Roy Rogers Show" (NBC Radio, 8 p.m., EDT) was made by the Minnesota Mining and Manufacturing Company, makers of "Scotch" brand tape.

-----O-----

NBC-New York, 6/10/55



\*-----\*  
NBC-TV NEWS  
\*-----\*

'SO THIS IS HOLLYWOOD' MOVES TO NEW FRIDAY TIME-SPOT ON NBC-TV;  
ENCORES OF OUTSTANDING TELECASTS SCHEDULED FOR 9 SUMMER WEEKS

SO THIS IS HOLLYWOOD, the situation comedy dramatizing the fascinating behind-the-camera aspects of life in the movie-making capital, will move from its present Saturday night spot to Fridays, 10:30-11 p.m., EDT on the NBC Television Network beginning July 1.

Mitzi Green and Virginia Gibson are co-stars in the weekly series of revealing and riotous situations involving two young women and their frenzied efforts to make a living as performers. Jimmy Lydon and Gordon Jones play supporting roles.

The series is sponsored by the Toni Company through the Weiss and Geller Agency.

"So This Is Hollywood," will occupy the new time-spot through Friday, August 26. Outstanding programs seen on the show during the last six months will be repeated for the nine-week period.

-----O-----

NBC-New York, 6/10/55





NBC TRADE NEWS

ELMORE B. LYFORD NAMED NBC STATION CONTACT REPRESENTATIVE

Elmore B. Lyford has been appointed station contact representative for the National Broadcasting Company, it was announced today by Donald Mercer, NBC's Director of Station Relations.

Mr. Lyford, a veteran of over 30 years in radio and television, resigned as director of station relations for the Du Mont Television Network last April, a post he had held for four years.

Prior to that he had been with the National Broadcasting Company in the Traffic and Station Relations Departments for 17 years. He joined the network in 1934 as supervisor of commercial traffic and in turn became assistant manager of NBC's Traffic Department, assistant in the Station Relations Department, and assistant manager of Station Relations.

A native of Bridgeport, Conn., he received his B.S. in physics and mathematics from Wesleyan University (Middletown, Conn.). He is a charter member of the Radio Pioneers Club and a member of the Radio and Television Executives Society. He resides in New York with his wife and daughter.

-----O-----

NBC-New York, 6/10/55





# TRADE NEWS

A SERVICE OF



June 13, 1955

## SINGER-PIANIST MATT DENNIS REPLACES EDDIE FISHER AND TONY MARTIN ON NBC-TV FOR SUMMER WEEKS

Singer-pianist Matt Dennis will replace both Tony Martin and Eddie Fisher on NBC-TV while the popular singers are on Summer vacations. The quarter-hour telecasts will be seen on Mondays, starting June 27 (7:30 p.m., EDT) and Wednesdays and Fridays starting July 6 (7:30 p.m., EDT).

Dennis has been achieving wide popularity via the nightclub circuit and other headline singers are among his biggest boosters. He has often been called the musicians' musician. In addition to his singing and piano playing, he also is a prolific composer of songs. Some of his best known tunes are "Everything Happens to Me," "Let's Get Away From It All," "Will You Still Be Mine?" and "The Night We Called It a Day."

RCA Victor has just released his first album of records titled "Dancing Overhead" and he is currently booked at the Chi Chi Club in New York. He was born in Seattle, and received his education in California. Like many other artists, he got his real professional break doing a specialty act with Horace Heidt. He has been accompanist, arranger, composer for many bands and popular singers and has sung and played with many bands.

(more)



1977, Vol. 11, No. 1

THE WORLD TRADE JOURNAL

Vol. 11, No. 1, 1977

The World Trade Journal is a quarterly publication of the World Trade Organization.

It is published by the World Trade Organization, 1515 Market Street, Philadelphia, PA 19104, U.S.A.

Subscription prices for 1977 are: \$15.00 per volume (4 issues) for institutions; \$8.00 for individuals.

Single copies are available for \$4.00 each. Back volumes are available for \$12.00 each.

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The World Trade Journal is published quarterly by the World Trade Organization.

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2 - 'Matt Dennis Show'

The quarter hour MATT DENNIS SHOW will feature him as a singer and pianist, doing popular songs including many of his own tunes. He also will be heard in special material. Joining him for the musical quarter-hour will be a rhythm trio including a guitar, double bass and drums. Dennis promises "visible and invisible" guests on the show.

COKE TIME STARRING EDDIE FISHER will return to the air on Wednesday, Aug. 31 and THE TONY MARTIN SHOW will return Monday, Sept. 5.

Gordon Auchincloss will produce and write "The Matt Dennis Show."

-----O-----

NBC-New York, 6/13/55

The quarter hour will feature him as a  
singer and pianist, being popular songs including many of his own  
songs. He also will be heard in special material. Joining him for  
musical quarter-hour will be a rhythmic trio including a guitarist,  
solo bass and drums. Dennis produces "Vitality and Vitality"  
acts on the show.

COKE TIME STARRING EDDIE FISHER will return to the air on  
Monday, Aug. 31 and THE TONY MARTIN SHOW will return Tuesday.

Aug. 31

Gordon Archibald will produce and write "The Matt Dennis

show."

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Six-New York, 8/13/58

# MONITOR

THE NEW NBC RADIO SERVICE

"MONITOR"--BROADCASTING'S "MOST EXCITING DIMENSION SINCE TV"--  
IS LAUNCHED ON NBC WITH A ONE-HOUR SIMULCAST

- - -

Regular, Full 40-Hour, Weekend Radio Service Starts June 18-19

MONITOR, NBC's dramatic innovation in weekend radio programming, was introduced on Sunday, June 12 with a one-hour simulcast which served to indicate the scope of this new service to the viewing and listening public.

Sylvester L. Weaver Jr., President of NBC, appeared on the simulcast and called the 40-hour service "the most exciting new dimension in broadcasting since television."

"Monitor" continued on NBC Radio until midnight, EDT. Beginning June 18, it will be heard each weekend from 8 a.m. Saturday until Sunday midnight, EDT.

"Monitor" personalities seen and heard on the simulcast included James Fleming, executive producer and editor who also serves as a communicator; Dave Garroway, Clifton Fadiman, Walter Kiernan, Bob and Ray, Morgan Beatty, Frank Gallop and Ben Grauer.

The introductory simulcast adhered to the vignette form, which Mr. Weaver called: "The pattern of the future, a pattern of broadcasting where the clock is thrown away, where each vignette is as long or as short as it needs to be."

(more)





"Monitor" first took its audience to Hermosa Beach, Calif., where a jazz concert by Howard Rumsey and his Lighthouse All-Stars was in progress. Next, in startling contrast, "Monitor" went inside the walls of the Federal Penitentiary at San Quentin. Pickups from within the prison later were heard periodically on NBC Radio.

Other features on the simulcast included Al Kelly, the double-talk artist, interviewing some baseball fans in a Manhattan tavern; the departure of a London-bound Constellation carrying a "Monitor" transmitter for subsequent in-flight reports; a rehearsal at the Bucks County (Pa.) Playhouse; the Art Van Damme Quintet from Chicago; a filmed discussion involving President Nathan Pusey of Harvard, and Dr. William Saltonstall of Phillips-Exeter Academy; and Dean Martin and Jerry Lewis in a film clip from their new picture.

The irrepressible zanies Bob and Ray appeared intermittently throughout the simulcast, Bob in the role of an NBC page and Ray as a cashew-loving tourist.

Both the simulcast and the continuing radio broadcast originated from NBC Radio Central, a new \$150,000 "listening post of the world" which will serve as the home base of "Monitor" in New York's RCA Building. The simulcast was produced and directed by Michael Zeamer.

"Monitor" will be launched on its first full weekend as a 40-hour service on June 18-19. Among the scheduled features are the final round of the National Open Golf Championship in San Francisco from 8:05-9 p.m., EDT, on Saturday, June 18; the jump of the one-millionth paratrooper to qualify; live dance music pickups from various sections of the country; and an interview with "America's Most Beautiful Bride."

-----O-----

NBC-New York, 6/13/55

"Monitor" first took its audience to Horowitz, Calif., for a jazz concert by Howard Rumsey and his Light House All-Stars. Next, in starting order, "Monitor" went back to the walls of the Federal Penitentiary at San Quentin. Pictures from within the prison later were heard periodically on NBC Radio. Other features on the simulcast included Al Kelly, the triple-bait artist, interview with some baseball fans in a Manhattan vern; the departure of a London-bound Constellation carrying a "Monitor" transmitter for subsequent in-flight reports; a rehearsal the Bucks County (Pa.) Playhouse; the Art Van Damme ballet from London; a filmed sequence involving President Nathan Brown of Harvard, and Dr. William Salter of Tufts Medical School; and an Martin and Jerry dance in a film clip from their new picture. The first-mentionable scenes Bob and Ray appeared in throughout the simulcast, Bob in the role of an old sage and Ray as a show-loving tourist. Both the simulcast and the continuing radio broadcast originated from NBC Radio Central, a new \$150,000 "listening post of a world" which will serve as the home base of "Monitor" in New York. A Building. The simulcast was produced and directed by Michael Aron. "Monitor" will be launched on its first full weekend as a 1-hour service on June 18-19. Among the scheduled features are the first round of the National Open Golf Championship in San Francisco on 8:00-9 p.m., and, on Saturday, June 18, the jump of the one-million paratrooper to Seattle; live dance music picked from various stations of the country; and an interview with "America's most beautiful bride."





# TRADE NEWS

A SERVICE OF



June 13, 1955

IN THE MORNING AND THE EVENING, 'FIBBER AND MOLLY'  
BRING THEIR FAMOUS BRAND OF FUN TO U.S. LISTENERS

- - -

New Daytime 5-a-Week Series Sponsored by Miles Labs

For the first time in more than 20 years association with the National Broadcasting Company radio network, the favorite family program of a generation of listeners, FIBBER McGEE AND MOLLY is to be a daytime show, Mondays through Fridays, beginning Monday, June 27 (NBC Radio, 11:45 a.m.-12 noon, EDT).

The daytime series will be sponsored by Miles Laboratories, Inc., in the interest of Alka-Seltzer. Geoffrey Wade Advertising, Chicago, is the agency.

The "Fibber McGee and Molly" NBC Radio Sunday-through-Thursday nighttime series (10-10:15 p.m., EDT) continues as usual.

"Fibber McGee and Molly," starring Jim and Marian Jordan, began on NBC, on April 16, 1935.

-----O-----





KFAB JOINS NBC RADIO NETWORK

Station KFAB, Omaha, Neb., becomes an affiliate of the NBC Radio Network, on June 19, replacing the present affiliate WOW, according to announcement today by Harry A. Bannister, NBC Vice President in charge of Station Relations.

Station KFAB is owned by the KFAB Broadcasting Company. It operates a 50,000-watt day-night, clear channel transmitter and is licensed to broadcast on 1110 kilocycles.

-----O-----

NBC-New York, 6/13/55

# KFAB JOINING THE RADIO NETWORK

Station KFAB, Omaha, Neb., becomes an affiliate of the  
NBC Radio Network, on June 12, replacing the former affiliate  
WOW, according to announcement today by Harry A. Edwards,  
NBC Vice President in charge of station relations.  
Station KFAB is owned by the KFAB Broadcasting Company.  
It operates a 50,000-watt day-night, clear channel transmitter  
and is licensed to broadcast on 1150 kilocycles.

Continued on page 1



# TRADE NEWS

A SERVICE OF



June 14, 1955

INTRODUCTION OF 90-MINUTE SPECIAL PROGRAMS AND 12 NEW SUMMER SERIES  
WILL KEYNOTE NBC-TV'S SUMMER PROGRAMMING

- - -

"Summer and Slough Are No Longer Synonymous in Programming,"  
NBC President Weaver Says; Cites 33.9% Increase in NBC-TV  
1955 Summer Business Over 1954 and 92% Sell-Out

The National Broadcasting Company's 1955 Summer television program schedule -- featuring an extension into the warm months of the highly successful Spectacular programming concept and the introduction of at least 12 top-calibre regular Summer shows -- was unveiled today by Sylvester L. Weaver Jr., President of NBC.

At the same time, Mr. Weaver announced that the network program sales for the months of July and August this year has increased 33.9 per cent over the same period in 1954. He termed this surge in Summertime business "new evidence of advertisers' faith in NBC's policy of programming 'upward'."

"Summer and slough are no longer synonymous in programming," Mr. Weaver said. "Through the Spectacular concept, which was established in the Fall season, we intend to give Summer television new peaks of interest. These big one-shot shows will give us continuity with the Fall and will serve to strengthen viewer appeal for all of the Summer schedule."

(more)





## 2 - SUMMER PROGRAMMING

Mr. Weaver reported that NBC-TV's Summer evening schedule is currently 92 per cent sold out, with only a single weekly half-hour available for sponsorship. During the Summer of 1954, the network's evening time was 76 per cent sold, with seven half-hour weekly programs available.

The big one-time special programs are:

"Remember...1938," to be telecast Sunday, June 19 (7:30-9 p.m., EDT). Groucho Marx will be host commentator for the program, to be built around the humorous and serious aspects of the calendar year 1938, and to be sponsored by Reynolds Metals Co.

"Allen In Movieland," starring Steve Allen and to be produced by Jack Rayel in cooperation with Universal-International Pictures, Inc., on July 2 (8-9:30 p.m., EDT).

"Svengali and the Blonde," scheduled for July 30 (8-9:30 p.m., EDT), a musical version of the George du Maurier novel, "Trilby," starring Carol Channing, Basil Rathbone, Russell Arms and featuring Ethel Barrymore as narrator, and produced and directed by Alan Handley.

"One Touch of Venus," the hit musical to be telecast Aug. 27 (8-9:30 p.m., EDT), starring Russell Nye, Janet Blair and George Gaynes. The Oldsmobile Division of General Motors Corp, will sponsor all three of these 90-minute productions.

(more)





### 3 - SUMMER PROGRAMMING

"Wide Wide World," conceived by Mr. Weaver, will be telecast Monday, June 27. The program, which will originate in the United States, Mexico and Canada, will be the first three-country telecast. It will be sponsored by the Ford Motor Co. and the Radio Corporation of America.

In addition to the special one-time programs, new Summer entries for NBC-TV's warm-months lineup will include:

"The Matt Dennis Show," new musical series starring the nightclub pianist-singer and RCA Victor recording star, will bow June 27, and will be seen on Mondays, Wednesdays and Fridays (7:30-7:45 p.m., EDT).

"Caesar Presents," a new variety series, live from New York, based on the exploits of a travelling band, and featuring Phil Foster, Bobby Sherwood, Bill Hayes, Barbara Nichols and others, will begin July 4 and will be seen Mondays from 8 to 9 p.m., EDT. It will be sponsored by the American Chicle Co., Lee, Ltd., and the Radio Corporation of America.

"The Vaughn Monroe Show," starring the famous crooner-bandleader, will make its debut July 19 and will be seen Tuesdays and Thursdays (7:30-7:45 p.m., EDT).

"The Arthur Murray Party," starring the masters of ballroom dancing, Mr. and Mrs. Murray, returns as an NBC-TV Summer show starting June 28, Tuesdays (8:30-9 p.m., EDT). Associated Products and the Toni Co. will alternate sponsorship.

(more)



"Wide World," sponsored by Mr. Weaver, will be telecast Monday, June 27. The program, which will originate in the United States, Mexico and Canada, will be the first three-country telecast. It will be sponsored by the Ford Motor Co. and the Radio Corporation of America.

In addition to the special one-time program, new summer series for WGC-TV's week-end shows will include:

"The Last Minute Show," new musical series starting the following pianist-actor and his action recording next, will begin June 27, and will be seen on Mondays, Wednesdays and Fridays (7:30-7:45 a.m., EDT).

"Greatest Programs," a new series, started, live from New York, based on the exploits of a traveling band, and featuring Bill Foster, Bobby Sherman, Bill Hays, Barbara Hinds and others, will begin July 2 and will be seen Mondays from 8 to 9 p.m., EDT. It will be sponsored by the American Gicle Co., Inc., and the Radio Corporation of America.

"The Young Men of the Year," starting the famous crooner bandstand, will make its debut July 1 and will be seen Tuesdays and Thursdays (7:30-7:45 p.m., EDT).

"The Arthur Murray Family," starting the music of California dancing, Mr. and Mrs. Murray, returns as on WGC-TV Summer show starting June 27, Thursdays (8:30-9 p.m., EDT).

Associated Products and the Ford Co. will also sponsor-

ship.

#### 4 - SUMMER PROGRAMMING

"Make The Connection," a panel, audience-participation show based on humorous and dramatic recognitions of friend-and-family, will start July 7 and will be seen Thursdays (8:30-9 p.m., EDT). It will be sponsored by the Borden Co.

"Best In Mystery," a dramatic series, will present suspense plays of proven merit starting July 15, Fridays (9-9:30 p.m., EDT). The American Tobacco Co. and the Simoniz Co. will sponsor on alternate weeks.

"The Dunninger Show," starring the world-renowned mentalist in exhibitions of his skill, will begin June 25 and will be seen Saturdays (8:30-9 p.m., EDT). Hazel Bishop will be the sponsor.

"The Soldiers," a live situation comedy based on Army life and starring Hal March and Tom D'Andrea, will make its debut over NBC-TV Saturday, June 25, from 8-8:30 p.m., EDT.

"Commando Cody," a children's science-fiction series, will start July 9 and will be seen Saturday mornings at 11 a.m., EDT. General Foods will sponsor the series.

"Musical Chairs," novel panel show featuring Johnny Mercer, Mel Blanc and Bobby Troup, begins July 9. The program will be sponsored by S.O.S., Tums, Johnson & Johnson, and Griffin Shoe Polish.

"Your Play Time," a half-hour dramatic series, starts Saturdays beginning June 18 (10:30-11 p.m., EDT), and will be sponsored by the American Tobacco Co. and Warner-Hudnut, Inc.

(more)





## 5 - SUMMER PROGRAMMING

"Television Recital Hall," will return as a Summer replacement show with Sunday afternoon concert programs starting July 3, from 4-4:30 p.m., EDT.

NBC-TV's 1955 Summer evening schedule is:

### MONDAY

7:30 -- "Matt Dennis Show," starting June 27.

7:45 -- "News Caravan."

8:00 -- "Caesar Presents," starts July 4.

8-9:30 P.M. -- "Producers' Showcase." June 27, "Wide, Wide World." July 25, TBA. August 22, "The King and Mrs. Candle," original musical starring Cyril Ritchard.

9:00 -- "Medic" -- film repeats.

9:30-10:30 -- "Robert Montgomery Presents."

11:30 -- "Tonight." Hollywood origination during July and August.

### TUESDAY

7:30 -- "Vaughn Monroe Show," starts July 19.

7:45 -- "News Caravan."

8:00 -- "Place the Face," starts June 28.

8:30 -- "Arthur Murray Party," starts June 28.

9:00 -- "Summer Theatre," starts July 5.

9:30 -- "Dollar a Second," starts July 5.

10:00 -- "Truth or Consequences."

10:30 -- "It's a Great Life."

11:30 -- "Tonight."

(more)





## 6 - SUMMER PROGRAMMING

### WEDNESDAY

7:30 -- "Matt Dennis Show."  
7:45 -- "News Caravan."  
8:00 -- "Kodak Request Performance."  
8:30 -- "My Little Margie."  
9:00 -- "Kraft Theatre."  
10:00 -- "This Is Your Life."  
10:30 -- "Big Town."  
11:30 -- "Tonight."

### THURSDAY

7:30 -- "Vaughn Monroe Show."  
7:45 -- "News Caravan."  
8:00 -- "Best of Groucho," starts June 30  
8:30 -- "Make The Connection," starts July 7  
9:00 -- "Dragnet."  
9:30 -- "Ford Theatre."  
10:00 -- "Lux Video Theatre."  
11:30 -- "Tonight."

### FRIDAY

7:30 -- "Matt Dennis Show."  
7:45 -- "News Caravan."  
8:00 -- "Midwestern Hayride."  
8:30 -- "Life of Riley."  
9:00 -- "Best In Mystery," starts July 15.  
9:30 -- "Dear Phoebe."

(more)



## 7 - SUMMER PROGRAMMING

### FRIDAY (cont'd)

10:00 -- Last live Gillette fights June 24. Summer replacement sports film starts July 1.

10:30 -- "So This Is Hollywood," starts July 1.

11:30 -- "Tonight."

### SATURDAY

7:30 -- "Swift Show Wagon."

8:00 -- June 11 (one time only) "Grand Ole Opry" from Nashville.  
June 18 (one time only) "U.S. Open Golf Championship" from San Francisco. "The Soldiers" begins June 25.

8:30 -- "The Dunninger Show" begins July 2.

9:00 -- "Musical Chairs" starts July 9.

9:30 -- "Texaco Star Theatre."

10:00 -- "Here's the Show," live from Hollywood, starts July 2.

9-10:30 -- Oldsmobile Spectaculars:  
July 2 -- Allen in Movieland."  
July 30 -- "Svengali and the Blonde."  
August 27 -- "One Touch of Venus."

10:30 -- "Your Play Time" starts June 18.

### SUNDAY

7:00 -- "People Are Funny."

7:30 -- "Do It Yourself," live from Hollywood, starts June 26.

8:00 -- "Colgate Sunday Hour" starts June 12, three out of four weeks.

7:30-9 -- Sunday Spectaculars:  
June 19 -- "Remember...1938."  
July 17 -- "Meeting at the Summit."  
August 14 -- 7:30-8:30 -- Tam o'Shanter Golf Tournament  
8:30-9 -- TBA

9:00 -- "Television Playhouse."

10:00 -- "Cameo Theatre" live from Hollywood, starts July 3.

10:30 -- "Bob Cummings Show."

-----O-----

NBC-New York, 6/14/55



FRIDAY (cont'd)

10:00 -- Last five minutes of "The Great Escape" from 10:00 to 10:05.

10:30 -- "The Great Escape" from 10:30 to 10:35.

11:30 -- "Tonight."

SATURDAY

7:30 -- "Swiss Show Show."

8:00 -- "The Great Escape" from 8:00 to 8:05.

8:30 -- "The Great Escape" from 8:30 to 8:35. "The Great Escape" from 8:30 to 8:35. "The Great Escape" from 8:30 to 8:35.

8:30 -- "The Great Escape" from 8:30 to 8:35.

9:00 -- "The Great Escape" from 9:00 to 9:05.

9:30 -- "The Great Escape" from 9:30 to 9:35.

10:00 -- "The Great Escape" from 10:00 to 10:05.

10:30 -- "The Great Escape" from 10:30 to 10:35. "The Great Escape" from 10:30 to 10:35. "The Great Escape" from 10:30 to 10:35.

11:30 -- "The Great Escape" from 11:30 to 11:35.

SUNDAY

7:00 -- "The Great Escape" from 7:00 to 7:05.

7:30 -- "The Great Escape" from 7:30 to 7:35. "The Great Escape" from 7:30 to 7:35. "The Great Escape" from 7:30 to 7:35.

8:00 -- "The Great Escape" from 8:00 to 8:05. "The Great Escape" from 8:00 to 8:05. "The Great Escape" from 8:00 to 8:05.

8:30 -- "The Great Escape" from 8:30 to 8:35. "The Great Escape" from 8:30 to 8:35. "The Great Escape" from 8:30 to 8:35.

9:00 -- "The Great Escape" from 9:00 to 9:05.

9:30 -- "The Great Escape" from 9:30 to 9:35.

10:00 -- "The Great Escape" from 10:00 to 10:05. "The Great Escape" from 10:00 to 10:05. "The Great Escape" from 10:00 to 10:05.



# TRADE NEWS

A SERVICE OF



June 14, 1955

'YOUR PLAY TIME,' DRAMATIC FILM SERIES, TO GO  
INTO TIME-SPOT OF VACATIONING 'HIT PARADE'

- - -

Under Same Alternate Sponsorship of American Tobacco  
and Warner-Hudnut; Prominent Stars in Casts

YOUR PLAY TIME, a half-hour dramatic film series will have its premiere on NBC-TV Saturday, June 18 at 10:30 p.m., EDT. The Summer program will occupy the time segment regularly filled by "Your Hit Parade," presently on a seasonal vacation. "Your Hit Parade," returns to its accustomed berth on NBC-TV Saturday, Sept 10.

Sponsorship for "Your Play Time," will be identical to that of "Your Hit Parade," with alternate credits to the American Tobacco Company for Lucky Strike Cigarettes and Warner-Hudnut, Inc. for Quick Home Permanents. The accounts are handled by Batten, Barton, Durstine and Osborn, Inc. and Kenyon & Eckhardt, Inc., respectively.

"Your Play Time" will feature human interest stories of the American scene, some humorous, some in a heavier vein, pitched to the tastes and interests of adult viewers. Cast, director and author will change for each of the 12 separate teleplays, which have been produced by Revue Productions, Inc. in Hollywood, Calif.

(more)





Among the prominent guest stars who will appear in the various 30-minute offerings are Ethel Waters, Lloyd Corrigan, James Gleason, Charles Coburn, Josephine Hutchinson, James Bell, Peggy Converse, Gertrude Michael, Brian Keith, Wally Brown, Romo Vincent, Herbert Rudley, Betty Lynn and Addison Richards.

"A Frame-Up" opens the series on Saturday, June 18, with James Gleason, Wally Brown, Hal Baylor, Joan Camden and Pat Conway prominent in the cast. It is the story of a simple man from the country (Baylor) who is talked into entering an exhibition match with an outstanding boxer, and who finds himself in the professional fight game as a result of knocking out the pro in the first round. With phenomenal success, the country boy continues to score knock-out after knock-out, despite the fact that he refuses to hit any of his opponents very hard. This worries his manager, especially in view of an imminent championship bout. In league with the champ's girl friend, who has dazzled his gentle fighter, the manager hits upon an unsavory scheme to force his boy to open up "both barrels," regardless of the possible consequences. Robert Aldrich has directed the original John Lardner story.

The remainder of the scheduled series follows:

June 25 -- "Speaking of Hannah" -- Starring Ethel Waters, Lloyd Corrigan, Ralph Bell. A faithful old servant is left alone in an imposing mansion after the last of the main line family dies. Collateral relatives rush to the scene in the hope of inheriting the fine home, since there is no cash legacy. Hannah is treated with supreme high-handedness by the greedy relations, until they discover her true importance where their future is concerned.

(more)



Among the prominent guest stars who will appear in the  
various 30-minute offerings are Ethel Waters, Frank Conroy, James  
Cagney, Charles Coburn, Josephine Hutchinson, James Bell, Betty  
Hutton, Garfield Whinnery, Brian Keith, Kelly Brown, Hank Vincent,  
Robert Redford, Betty Lynn and Addison Hebert.

"A House-Up" opens the series on Saturday, June 18, with  
James Cagney, Kelly Brown, Hal Baylor, John Garfield and the Conway  
Tomball in the cast. It is the story of a simple man from the  
country (Baylor) who is talked into entering an exhibition match  
with an outstanding boxer, and who finds himself in the process of  
fighting a result of knocking out the pro in the first round.  
The phenomenal success of the country boy continues to move forward  
for knock-out, despite the fact that he refuses to let any of his  
opponents very hard. This worries his manager, especially in view of  
a imminent championship bout. In London, with the championship bout  
to have dented his gentle fighter, the manager hits upon an answer  
to force his boy to open up "both barrels," regardless of the  
possible consequences. Robert Aldrich has directed the original 30-  
minute story.

The remainder of the scheduled series follows:  
June 22 -- "Speaking of Hennessey" -- starring Ethel Waters,  
Oly Cartright, Ralph Bell. A faithful old servant is left alone in  
imposing mansion after the last of the main line family dies.  
Literary relatives join in the scene in the hope of inheriting the  
estate, since there is no cash legacy. Hannah is treated with  
great high-handedness by the greedy relatives, until they discover  
the true importance which their future is concerned.

July 2 -- "The Loner" -- with Peter Votrian, Ann Lee, Hayden Rorke, Ann Morrison, Stafford Repp, Harry Stewart, Sharon Baird. Story and teleplay by Lawrence Kimble. Directed by John English.

The drama depicts the terrifying plight of a small boy whose parents are too busy to give him love and affection. Peter Votrian portrays the child left too much alone, who takes unusual measures to solve his problem.

July 9 -- "Sam" -- with Charles Coburn, Phyllis Joyce, John Harmon, Yvette Dugay, Sid Tomack, Ray Walker, Billy Wayne, Barbara Pepper, Dennis Enfield, Netta Packer and Charles Williams. Story by Hal G. Evarts. Teleplay by Muriel Roy Bolton. Directed by John English.

The story of a department store adjustment manager who, fed up with a lifetime of hearing complaints, quits his job to seek peace and solace in the desert. Even there the old man discovers he cannot escape hubbub. A misunderstanding results in hordes of people imposing on his serenity in the belief that his hideaway holds a secret fortune in currency.

July 16 -- "The Grey and Gold Dress" -- with Vera Miles, Peggy Converse, Gertrude Michael, Jan Arvan, Gerry Gaylor. Story and teleplay by James Gunn. Directed by Herschel Daugherty.

A fabulously expensive grey and gold dress changes the lives of three women when a young girl sets out to learn why the purchaser has paid her mother, owner of a modest dress shop, large sums of money over a long period of years.

(more)





July 23 -- "Rescue" -- with Brian Keith, Dorothy Green, Stephen Bekassy, Larry Dobkin, Romo Vincent and Michael Moore. Story by H. Bedford Jones. Teleplay by Lawrence Kimble. Directed by Richard Irving.

Denis Burke (Keith), an adventurer in Morocco, suddenly finds himself in a suspenseful intrigue revolving about the rescue of a political prisoner, the latter's beautiful niece, a French police captain and a sultan, each of whom has a vested interest in the prisoner's fate.

July 30 -- "A Husband Appears" -- with Sallie Brophy, Herbert Rudley, Dorothy Adams, Phil Tead and Alan Dexter. Story and teleplay by Joseph Ruscoll. Directed by Paul Landres.

A husband returns from a short hunting trip and discovers that his wife completely fails to recognize him. This despite the fact that they have been married for years and that, to all intents and purposes, he is the same man who went away on the hunting safari.

Aug. 6 -- "Call From Robert Jest" -- with Robert Horton, Carolyn Jones, Betty Lynn, Donald Murphy and Addison Richards. Story by Marc Brandel. Teleplay by Lawrence Kimble. Directed by Herschel Daugherty.

The estranged wife of a puzzle manufacturer attempts to trick him into a large payment of cash, only to find herself irrevocably involved in a slight case of murder.

Aug. 13 -- "Wait For George" -- with Josephine Hutchinson, Walter Baldwin, Frank Ferguson, Norman Leavitt and Isabel Withers. Story by Robert Abernathy. Teleplay by Charlotte Armstrong. Directed by Richard Irving.

(more)



July 22 -- "The Case of the ..."

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July 23 -- "The Case of the ..."  
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July 24 -- "The Case of the ..."  
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July 25 -- "The Case of the ..."  
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5 - 'Your Play Time'

A farm woman's blind obedience to her stern but devoted husband's bidding makes it difficult for a criminal farmhand to carry out a nefarious scheme during her husband's absence, despite his threat of imminent violence.

Aug. 20 -- "The Duel" -- with Don Haggerty, Alan Wells, Claudia Barrett, Hugh Sanders, Fred Sherman, Stanley Fraser, Henry Rowland and Hank Patterson. Story and teleplay by Philip Ford. Directed by Dean Reisner.

A tale of the Western frontier, wherein a sheriff's pretty daughter is courted by a lawyer from the East and a local bad man, with brains pitted against brawn in the suit for the lady's hand.

Aug. 27 -- "Mr. Donald Takes A Risk" -- with Arthur Space, Mary Field, Lee Ericson, Milton Frome, William Forrest, Robert Hyatt and Ronnie Hyatt. Story by James Diehl. Teleplay by Richard Collins. Directed by Richard Irving.

Mr. Donald brings together a local juvenile delinquent and a "bad dog" of the neighborhood, with some interesting results, despite the discouragement of the local citizenry.

Sept. 3 -- "Intolerable Portrait" -- Cast and story line to be announced.

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NBC-New York, 6/14/55

A farm woman's life is depicted in her story, but the  
woman's life is depicted in a different way, as a  
story of a woman's life, and the woman's life is depicted  
in a different way, as a story of a woman's life.

Aug. 20 -- "The Girl" -- with Don Wagoner, Alan Wells,  
and Hank Patterson. Story and lyrics by Don Wagoner.  
Directed by Don Wagoner.

A tale of the Western frontier, with a girl's story,  
is told by a lawyer from the past and a local old man.  
The drama is told in the past and the girl's story.  
Aug. 21 -- "The Girl" -- with Don Wagoner, Alan Wells,  
and Hank Patterson. Story and lyrics by Don Wagoner.

Aug. 22 -- "The Girl" -- with Don Wagoner, Alan Wells,  
and Hank Patterson. Story and lyrics by Don Wagoner.  
Directed by Don Wagoner.

Aug. 23 -- "The Girl" -- with Don Wagoner, Alan Wells,  
and Hank Patterson. Story and lyrics by Don Wagoner.  
Directed by Don Wagoner.



June 14, 1955

NBC-TV AND RADIO TO BROADCAST ADDRESSES BY DULLES AND  
BRITISH, FRENCH AND RUSSIAN FOREIGN MINISTERS  
AT 10TH ANNIVERSARY SESSION OF U.N.

Addresses by the foreign ministers of Great Britain, France and Russia and U.S. Secretary of State John Foster Dulles will be broadcast by NBC Television and Radio June 21, 22, 23 and 24 (NBC-TV, 3-3:30 p.m., EDT; NBC Radio, 3:05-3:30 p.m., EDT).

The addresses, commemorating the tenth anniversary of the signing of the United Nations Charter, will be given at the special meetings of the U.N. General Assembly in San Francisco's Opera House.

Harold MacMillan, Great Britain's new foreign secretary, will speak Tuesday, June 21. Paul Henri Spaak, foreign minister of Belgium and first president of the U.N. General Assembly, will preside and introduce MacMillan.

Viacheslav M. Molotov, foreign minister of the Soviet Union, will speak Wednesday, June 22. General Carlos P. Romulo, foreign minister of the Philippines and former president of the U.N. General Assembly, will preside and introduce Molotov.

(more)



June 14, 1955

THE-TV AND RADIO TO BROADCAST ADDRESS BY BOLSHAKOV AND  
TRITON, KENNEDY AND KENNEDY FOREIGN MINISTERS  
AT 10TH ANNIVERSARY SESSION OF U.N.

Address by the foreign ministers of Great Britain, France,  
and Russia and U.S. Secretary of State John Foster Dulles will be  
broadcast by NBC television and radio June 14, 8:30-9:00 PM  
BO-TV, 3-4:30 P.M., WPTZ NEW YORK, 3:00-3:15 P.M., WPTZ.  
The address, commencing the tenth anniversary of the  
beginning of the United Nations Charter, will be given at the special  
session of the U.N. General Assembly in New York's Grand Central  
Station. Soviet Ambassador, Soviet Ambassador, Soviet Ambassador,  
all speak Tuesday, June 14. Last night 1955, foreign minister of  
Japan and first president of the U.N. General Assembly, will speak  
at 10:00 PM.  
Vice-Chairman M. Molotov, foreign minister of the Soviet  
Union, will speak Wednesday, June 15; Secretary General A. H. H.  
foreign minister of the Philippines and former president of the U.N.  
General Assembly, will preside and introduce Molotov.

2 - Addresses

Antoine Pinay, foreign minister of France, will be the speaker Thursday, June 23. Padilla Nervo, foreign minister of Mexico and former president of the U.N. General Assembly, will introduce Pinay.

U.S. Secretary of State John Foster Dulles will speak Friday, June 24. Lester Pearson, foreign minister of Canada and former president of the U.N. General Assembly, will preside and introduce Dulles.

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NBC-New York, 6/14/55

Adolphe Pinay, Foreign Minister of France, will be the  
other Thursday, June 23. Paul-Henri Spaak, Foreign Minister of  
Belgium and former president of the U.N. General Assembly, will  
introduce Sunday.

U.S. Secretary of State John Foster Dulles will speak  
Friday, June 24. Lester Pearson, Foreign Minister of Canada and  
former president of the U.N. General Assembly, will introduce and  
introduce Sunday.

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100 New York, N.Y.

'CONVERSATION' TAKES NEW DAY-AND-TIME PERIOD

There will be a new time spot for CONVERSATION on NBC Radio -- Wednesdays from 8 to 8:30 p.m., EDT -- starting July 6, when the program resumes after a three-week hiatus. Clifton Fadiman's guests on this occasion will be Dr. Molly Harrower, research and consulting psychologist, and Leo Rosten, author, editor and social scientist. They will talk about "The Vanishing Prudery."

(The program formerly was broadcast at 8 p.m., EDT on Saturdays).

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CLIFTON FADIMAN COMMENTS ON A YEAR OF  
'CONVERSATION' IN HOLIDAY MAGAZINE

"Give us another 10 years or so on the air and we may develop a handful of talkers able to bear comparison with the great ones of the past."

Clifton Fadiman has this to say about CONVERSATION, the weekly NBC Radio program, in the July issue of Holiday Magazine. In a "short guide to a semiforgotten art," Fadiman sets down what he has learned from a year of conversation -- a year in which he and his guests (two or three each week) have discussed 50 topics from puns to cyclical theories of history.

(more)



INVESTIGATION: THE DAY-AND-NIGHT PERIOD

There will be a new time for the investigation  
on the radio -- Wednesday from 5 to 5:30 p.m.  
The following July 2, from the program "The  
After a three-week absence, the program  
returns on the radio with Dr. J. J. H. H. H.  
Research and scientific investigation, and the  
program, which, which and which, which, which  
will be about "The scientific method."  
The program format is changed to 5 p.m.  
on Wednesday.

CLIPPER PERIOD: CLIPPER ON A YEAR OF  
INVESTIGATION: IN THE CLIPPER PERIOD

July 1st is the first day of the year and the first  
day of the year of the year. This is the first day of the year  
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## 2 - 'Conversation'

"We learned first to shed certain national prepossessions," he writes. "For example, we Americans place considerable faith in the question-and-answer technique as a means of eliciting what is loosely called the truth. We had to learn that as far as conversation is concerned, the technique is unproductive...Whenever on 'Conversation' I find myself 'spurring' my colleagues with questions, I know we're in trouble. The art of exchanging ideas has nothing to do with the art of interrogation.

"It is precisely in a country like Soviet Russia, where the exchange of ideas is forbidden, that the art of interrogation has reached its highest point of development. The highest point, of course, is torture, which enables one to elicit the 'facts' more efficiently than by the primitive question-and-answer method."

The conversationalists also have had to guard against "our national predilection" for the anecdote. "The raconteur has his place in conversation, but it should be a minor one," Fadiman writes. "Nothing kills good talk more quickly than the creation of a can-you-top-this atmosphere." He also says there was a need to check the "perfectly natural" desire to make conversation out of personal experiences. "The only thing duller than a man who tells you what once happened to him is the man who relates the funny dream he had last night," Fadiman says.

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NBC-New York, 6/14/55

"We learned first to shed certain national prejudices, and  
then, for example, we Americans placed ourselves fairly in a  
position of respect for the other side. It is a lesson of wisdom that is learned  
in the first place. We had to learn that as far as conversation is con-  
cerned, the technique is universal. . . . Whenever we 'con-  
versed' with people of different backgrounds, I know we were in  
touch. The art of exchanging ideas has nothing to do with the ex-  
istence of differences."

"It is precisely in a country like Soviet Russia, where the  
change of ideas is so rapid, that the art of conversation has  
reached its highest point of development. The highest degree of  
unity, in fact, which enables one to discuss the 'Soviet' ques-  
tion, is found by the primitive Russian-and-foreign method."

The conversationist who has had to learn to speak against the  
national prejudice" for the moment. "The conversationist has his  
conversation, but it should be a matter of fact," Russian writer.

Nothing will give him more pleasure than the creation of a new  
"this atmosphere." He also says there was a need to create the  
"artificially created" desire to make conversation out of personal  
experience. "The only thing better than a man who talks and who  
has happened to him is the man who relates the things which he has  
to do," Russian writer.

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# TRADE NEWS

A SERVICE OF



June 15, 1955

'ROBERT MONTGOMERY SUMMER THEATRE' STARTS ON NBC JULY 4  
CHARLES DRAKE AND AUGUSTA DABNEY HEAD MONDAY NIGHT CASTS

- - -

Series Under Alternate Sponsorship of Johnson's Wax and Schick

Robert Montgomery will present a Summer stock company of leading players on NBC-TV for the fourth consecutive season beginning Monday, July 4 (9:30-10:30 p.m., EDT).

The company will consist of five performers who will be seen in hour-long dramatic shows 10 Summer weeks. Leading roles will be portrayed by film actor Charles Drake and Augusta Dabney. Dorothy Blackburn and House Jameson will be seen in character roles and Eric Sinclair will be the juvenile lead.

Montgomery will be host of the series with Joseph Bailey continuing as production supervisor and Hank Bailey as his assistant. Syrjala, scenery designer for the Fall-Winter series, will have the same assignment for the Summer productions.

John Newland, an acting member of the Montgomery company in past seasons, who also directed several of the series productions, will direct the stock company in five of the Summer shows.

On alternate weeks when it is sponsored by S.C. Johnson & Son, Inc., the show will be called ROBERT MONTGOMERY PRESENTS THE JOHNSON'S WAX SUMMER THEATRE. Schick, Inc., will be the alternate week sponsor. Title of the Schick series will be announced at a later date. Needham, Louis & Brorby is the agency for S.C. Johnson & Son; Kenyon & Eckhardt is agency for Schick.

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# MONITOR

THE NEW NBC RADIO SERVICE

MATCH RACE BETWEEN TWO FINEST PACERS IN AMERICA

WILL BE COVERED BY 'MONITOR'; OTHER

WEEKEND FEATURES SCHEDULED

MONITOR, NBC's new weekend radio service, will cover the dramatic match race between the two finest pacers in America, Adios Harry and Adios Boy, at Roosevelt Raceway in Westbury, L.I., N.Y., Saturday, June 18 (10:12 p.m., EDT). Fred Cappossela will call the race.

"Monitor," which is heard each weekend from 8 a.m. Saturday until Sunday midnight, EDT, provides listeners with a continuous 40-hour flow of entertainment and information. Other features scheduled for June 18-19 include the final round of the National Open Golf Championship in San Francisco (8:05-9 p.m., EDT); the jump at Fort Bragg, N.C., of the one-millionth paratrooper to qualify; a Polish wedding; a Civil Defense exercise in Reading, Pa.; and live dance music pickups from various sections of the country.

The battle at Roosevelt Raceway between the crack standardbreds is the first important match race in the modern history of harness racing and is a winner-take-all affair involving a prize of \$7,500. The track, moreover, is posting a bonus of \$5,000 to be awarded if the victor succeeds in shattering the 1:58.3 world record for the mile set by Hi-Lo's Forbes at Roosevelt in 1953.

(more)

# MONITOR

THE NEW YORK TIMES

WATSON HAD TWO FIRST PRIZES IN AMERICA

WILL BE COVERED BY 'MONITOR' OTHER

WATSON HAD TWO FIRST PRIZES

WATSON, NEW YORK, will cover the

WATSON HAD TWO FIRST PRIZES IN AMERICA

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WATSON HAD TWO FIRST PRIZES IN AMERICA



Both Adios Harry and Adios Boy are four-year-olds and both are sons of the famed pacer and splendid sire, Adios. The two pacers have met five times before. Adios Boy has finished in front on each occasion, but they've all been thrillers, and Adios Harry currently is showing truly brilliant form.

Adios Boy defeated Adios Harry once as a two-year-old and three times as a three-year-old. In all, he has won four races in which he met Adios Harry and finished in front of him in the other.

Adios Boy, which in 1953 set a world record of 2:03 for a two-year-old on a half-mile track, is owned by J.S. Turner, Jr., of Nassawadox, Va., and is trained and driven by Howard Camden, a 25-year-old veteran of the Korean War who has been training on his own for only two years. Adios Boy made his last start at Laurel Raceway in Maryland, where he won in a brilliant 2:01.2.

Adios Harry is owned and trained by J. Howard Lyons of Greenwood, Del., and driven by his son, Luther. This year Adios Harry has won five of six starts. Last Saturday, on a rain-swept track, he defeated an excellent field by five lengths in 2:02.3. He also recorded the best pacing time of the season -- 2:00 flat -- at Roosevelt.

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NBC-New York, 6/15/55



With Alfred Henry and Alfred Boy and John Henry and  
one name of the team great and splendid side, Alfred. The two  
parties have met five times before. Alfred Boy was champion in two  
on each occasion, but they've all been brilliant and Alfred Henry  
currently is showing fairly brilliant form.  
Alfred Boy defeated Alfred Henry once in a two-year-old  
three years in a three-year-old. In all, he has won four races in  
which he met Alfred Henry and finished in front of him in the other  
Alfred Boy, which in 1923 and a week's racing on 20th Jan  
two-year-old on a half-mile track, he owned by J. G. Turner, 75.  
Horsepower, 75, and is trained and driven by Howard, London, a 55-  
year-old veteran of the Korean War who has been training on his own  
for only two years. Alfred Boy won the last year at Royal Ascot  
in 1921, where he won in a brilliant 20.2.  
Alfred Henry is owned and trained by J. Howard, London of  
Oxford, 101, and driven by his own, 100. This year Alfred  
Henry has won five of six starts. Last Saturday in a half-mile  
track, he defeated an excellent field by five seconds in 20.2.  
He also recorded the best going time of the season - 20.0 1/2 -  
at Roseville.

Continued

NEW YORK, N.Y., 6/11/23

# MONITOR

THE NEW NBC RADIO SERVICE

NOTED MEMBERS OF U. OF CHICAGO TO DISCUSS 'RESPONSIBILITY  
OF GREATNESS' ON 'NEW WORLD' SEGMENT OF 'MONITOR'

The chancellor of the University of Chicago and four prominent members of his staff will launch the "New World" segment of NBC Radio's MONITOR Sunday, June 19 (11:35 a.m.-12 noon, EDT). They will look at the role of universities today in a discussion titled "The Responsibility of Greatness."

Appearing on the introductory broadcast with Lawrence Kimpton, chancellor, will be Harold C. Urey, atomic scientist and professor of chemistry; Robert Redfield, anthropologist; Robert E. Streeter, dean of the college; and Ned Rosenheim, assistant professor of English and the university's director of radio and TV.

"New World" will fill one of the largest single blocks of "Monitor." It will be produced in cooperation with the University of Chicago, which will make its vast resources available to the new broadcasting service. It will draw not only upon the faculty of the University of Chicago for its participants, but upon outside authorities as well. Its purpose will be to illustrate the twin role of universities (1) in contributing to the rapidly changing pattern of the modern world and (2) in solving the problems scientists and scholars have helped to create.

"New World" replaces the "University of Chicago Round Table" program, a long-term NBC Radio series. (The final "Round Table" was broadcast June 12).

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NBC-New York, 6/15/55

# NOTION

THE NEW YORK PUBLIC LIBRARY

NOTES SUBMITTED TO THE CHIEF OF BUREAU OF INFORMATION

ON MATTERS OF INTEREST TO THE BUREAU

The Commission of the University of Chicago has

received a letter from the University of Chicago

dated May 10, 1911, in which it is stated

that the University of Chicago has

the responsibility of the

appearing on the University of Chicago

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TOM NAUD NAMED ASSOCIATE PRODUCER OF 'TONIGHT'

Tom Naud, a member of the NBC-TV production staff, has been named associate producer of TONIGHT, the network's late-evening variety program (Mondays through Fridays, 11:30 p.m.-1 a.m., EDT). The announcement was made by Mort Werner, director of the network's Participating Programs Department.

Mr. Naud joined NBC in September, 1951, as an executive trainee, and was assigned to the production staff of "Today," at the program's inception in January, 1953. He served with that program as a feature and production representative until March, 1955, when he was assigned to "Tonight" as a writer.

A graduate of Trinity College, Hartford, Conn., Mr. Naud served in the infantry during World War II. He is married and has a daughter, Melanie, aged seven months.

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JUDITH WALLER RECEIVES HONORARY DEGREE AT NORTHWESTERN

Judith Waller, NBC Chicago director of public affairs and education, has received the honorary degree of Doctor of Humane Letters from Northwestern University. The degree, bestowed at the commencement exercises June 13, marks the second time the University has honored Miss Waller; in 1951, she was one of four women among 100 distinguished Americans to receive the Centennial Award.

Other honors bestowed upon Miss Waller this month include a vice presidency of the Chicago Council on Foreign Relations and a board membership with the Friends of Chicago Public Library.

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TOM HAND NAMED ASSOCIATE PRODUCER OF 'TONIGHT'

Tom Hand, a member of the NBC-TV production staff, has been named associate producer of 'TONIGHT', the network's late-evening thirty program (Mondays through Fridays, 11:30 p.m.-1 a.m., EDT). The announcement was made by Mort Warner, director of the network's participating Programs Department.

Mr. Hand joined NBC in September, 1951, as an executive producer, and was assigned to the production staff of "Tonight" at the program's inception in January, 1952. He worked with the program's features and production representatives until March, 1952, when he was assigned to "Tonight" as a writer.

A graduate of Tufts College, Boston, Mass., Mr. Hand served in the infantry during World War II. He is married and has a daughter, Elaine, aged seven months.

JUDITH WALLER RECEIVES HONORARY DEGREE AT NORTHWESTERN

Judith Waller, who holds director of public relations and has received the honorary degree of Doctor of Humane Letters from Northwestern University. The degree, bestowed at the commencement exercises June 13, marks the second time the university has honored Miss Waller; in 1941, she was one of four women named to the distinguished American to receive the Centennial Award.

Other honors bestowed upon Miss Waller this month include the presidency of the Chicago Council on Foreign Relations and a fellowship with the Friends of Chicago Public Library.

CALIFORNIA-BOUND STEVE ALLEN NAMED CHAIRMAN OF FUND DRIVE  
OF SUNAIR FOUNDATION FOR ASTHMATIC CHILDREN

Steve Allen, star of NBC-TV's TONIGHT show, has been named chairman of the \$275,000 drive of the Sunair Foundation for underprivileged Asthmatic Children, according to an announcement by Emanuel Fisch, foundation president. The drive began June 15.

Allen will continue his activities on behalf of the foundation in California when he reports to Universal-International Studios June 27 for his title role in the "The Benny Goodman Story."

("Tonight" will originate from NBC's Hollywood television center while he is in California). Special committees to operate in the entertainment, commercial and industrial fields will be named at that time.

The Sunair beneficiary home, located in Tujunga, Calif., provides medical and educational services for the 6 to 12-year-old underprivileged children residing there. Facilities to accommodate 72 additional children will be provided through the fund-raising drive.

Over 500 youngsters who suffer from asthma have been cared for at the Sunair home since its founding in 1940. The men's clubs and women's auxiliaries of Sunair will act as Steve Allen's aides in the drive.

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NBC-New York, 6/15/55

CALLING-DOING TYPE ALLER WITH QUALITY AND PUND DRIVE

BY TOWARD VOWED FOR FUTURE OF THE

Five A.M. and of REC-TV's tonight show has been shown

vision of the 12,000 out of the family foundation for

visioned American children, according to an announcement by

Robert E. Brown, foundation president. The show began June 12,

and will continue to be shown on behalf of the

in California when he began to develop the foundation's

and for the state in the San Diego County area.

"Tonight" will continue to be a national television show

in California. Annual meetings in the state

of commercial and industrial firms will be held at the

The show is scheduled to be shown in California, Ohio,

video and audio and commercial support for the 12-year-old

development of the foundation's vision, which is a

national effort will be received from the foundation

Two.

Over 200 youngsters who have been shown

in the state since the founding in 1960. The show is

in which the children of the state will see the state's

to drive.

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## News Notes

From NBC Owned Stations and NBC Spot Sales

Sparked by Marjorie King, director of women's programming at Station KNBC, San Francisco, leading citizens of that city are solving the job-finding problems of women who are over 40 years of age.

They have organized "Careers Unlimited for Women," an organization which grew out of a panel discussion on Miss King's morning radio program on KNBC. Two milestones have been achieved:

1. Since its beginning a little more than seven months ago, "Careers Unlimited for Women" has helped place more than 150 women over 40 in jobs. It has offered encouragement to the remainder of more than 1,500 applicants through constantly urging prospective employers to take advantage of the benefits to be gained from hiring seasoned workers.

2. The organization -- whose officers consist of Benjamin Swig, owner of the Fairmont Hotel, as president; Miss King as first vice president, and other leading citizens of San Francisco -- has been incorporated as a non-profit organization under California laws, giving it tax-exempt status.

KNBC listeners themselves set off the chain of events that resulted in San Francisco's first volunteer organization to find jobs for women over 40. The project had its beginning when Miss King became concerned because so many listeners wrote that they couldn't find jobs after they passed beyond that age.

(more)





Miss King invited listeners to suggest how to cope with the problem. Then she interviewed Mr. Swig about the direction that the project should take. Together they called a public meeting, a permanent organization was set up, and volunteer help came from many directions. "Careers Unlimited for Women" has these announced purposes:

1. To offer comprehensive listings of able, qualified, experienced women over 40 to business firms in need of mature help.
2. To keep employers informed of the benefits gained through seasoned workers.
3. To promote better business by enabling thousands of capable unemployed women to become regular spenders again.

The present goal is to place more than 2,000 women in jobs before January 1, 1956.

O O O

Dick Contino, who a few years ago registered a sensation with his playing of the accordion on Horace Heidt's talent search program, now has his own "Dick Contino Show" on KRCA, Los Angeles, on Saturdays at 7:00 p.m., PDT.

Contino's telecasts display his versatility as he sings, plays the piano, accordion and ukulele, and even dances occasionally. On the program with him are Gloria Grey, petite singer, and the Dick Contino Band, led by Bobby Armbruster.

(more)

has been invited to attend the meeting to discuss the problem. When the investigation is complete, the project should take. Together they called a public meeting, a permanent organization was set up, and volunteer help came from many sections. "Citizens United for Women" has been organized.

1. To offer comprehensive assistance of all kinds, experienced women over 40 to business firms in need of native help.
2. To keep employers informed of the possibilities gained through seasoned workers.
3. To promote better business by employing thousands of capable unemployed women to become regular workers again.

The present goal is to place more than 2,000 women in jobs before January 1, 1936.

( )

Dick Conline, who a few years ago registered a sensation to his playing of the accordion on Howard Stern's talent program, now has his own "Dick Conline Show" on WJLA, for instance, Saturdays at 7:00 p.m., P.M.

Conline's success display his versatility as an entertainer, and the program with him and Gloria Gray, actress and singer, and the late Edna Gandy, led by Bobby Ambruster.

( )



It was during his 16-months tour of duty in the Army in Korea that Contino diversified his talents beyond a very considerable ability to play the accordion. While an Army private, he and a group of entertainers played 15 to 20 shows a week up and down the length of the 155-mile Korean battlefront.

He developed a fine baritone voice while in Korea. During one particularly humid Summer his accordion keys began to stick, hopelessly interfering with his instrumentalizing. With no other choice, he switched to singing -- and found that the entertainment-hungry service men applauded as much as for his accordion playing.

O O O

Station WNBQ, Chicago, has become the first station in Chicago to regularly telecast a local program in compatible color. The program is John Ott's "How Does Your Garden Grow?"

Film sequences of the gardening program, telecast on Sundays at 1:00 p.m., CDT, are seen in color. Ott, who is nationally known for his time-lapse photography work in horticulture, uses his vast library of color film for the broadcasts. The live portion of the show is in black and white.

O O O

"Teen Age Trial," the KRCA, Los Angeles, award-winning telecast seen on Sundays at 4 p.m., presented a special show in the Beverly Hills Municipal Court last Friday. The show, which was not telecast, was said to be the first television program to be given a performance in a court of law.

O O O

(more)



It was during his 15-month tour of duty in the Army in  
France that he developed his talent for playing a very convincing  
piano to play the accordion. With his army friends, he and a  
group of entertainers played it to 50,000 men and women in the  
middle of the 1940s in the Pacific.

He developed a fine baritone voice while in Japan. During  
his particularly hard work his accordion began to play  
constantly interfering with his interesting. With no other  
choice, he switched to singing -- and found that the accordion-  
playing service men exploded as much as his accordion playing.

0 0 0

Station WABC, Chicago, has been the first station in  
the country to regularly feature a local program in English  
and Spanish. The program is John O'Leary's "How Does Your Garden Grow?"

His experience of the recording program, which has  
been on the air since 1941, is now in color. O'Leary, who is  
usually known for his two-hour weekly work in the studio  
as his vast library of color film for the program. The live  
action of the show is in black and white.

0 0 0

"How Does Your Garden Grow?" the WABC, Los Angeles, news-  
weekend show on Sundays at 4 p.m. presented a special show in the  
very first National Court last night. The show, which was  
a success, was said to be the first national program to be given  
performance in a court of law.

0 0 0

4 - NEWS NOTES

WRC, the NBC Owned Station in Washington, is playing an important role in the Civil Defense Mobilization tests being conducted in the nation's capital Wednesday and Thursday, June 15 and 16.

WRC News Editor Bill Sprague has been broadcasting a series of instruction programs for the past week to inform the public of the evacuation test. News correspondent Russ Tornabene was scheduled to broadcast over WRC today (Wednesday) from the secret key communications center for the Washington metropolitan area. In the simulated attack, key government personnel were to be evacuated, but not the civilian population.

O O O

The Little League baseball team from the Harlem YMCA will be sponsored by stations WRCA and WRCA-TV for the second consecutive year.

The young sandlotters will get off to an early start when they challenge a team of station personnel at the annual WRCA picnic on Saturday, June 18.

The only change in the WRCA Little League program will be the new WRCA call letters on their jerseys.

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NBC-New York, 6/15/55

WRC, the NBC owned station in Washington, is listing as

important role in the Civil Defense Mobilization for the

operation in the nation's capital Wednesday and Thursday, June 15

and 16.

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series of instruction programs for the past week to insure the

ability of the evacuation team. News correspondent Russ Parsons

attributed to Sprague over WRC today (Wednesday) from the sector

communications center for the Washington Metropolitan area.

In the simulated attack, key government personnel were to be

evacuated, but not the civilian population.

O O O

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The young athletes will get off to an early start when

they challenge a team of station personnel at the annual WRCA picnic

on Sunday, June 18.

The only change in the WRC Little League program will be

the new WRCA call letters on their jerseys.

WRC-TV, June 15, 1965



## 12 YOUNG WINNERS OF ROY ROGERS RODEO CONTEST NAMED

- - -

Boys and Girls Who Wrote Best Essays Will Attend Telecast  
Of Championship Cowboy Roundup on NBC June 21

The 12 national winners of the Roy Rogers World Championship Rodeo contest have been selected and will attend the rodeo performance, in San Antonio, Tex., which will be telecast over NBC Tuesday, June 21 (8-9 p.m., EDT).

Chosen from 500 local winners from 113 NBC affiliated station cities, they each wrote a 100-word essay on "What the Alamo Means to Me." All are under 12. In addition to the trip to the rodeo, they received complete wardrobes. All local winners received complete Roy Rogers or Dale Evans outfits.

Grand prize winners are David Richard, 6, of Ramer, Tenn., and Barbara Wagner, 11, of Hanover, Pa. Roy and Dale will crown them Junior King and Queen and they will ride in the rodeo parade seen on the TV program.

Other national winners are Michael Spedden of Baltimore, Md.; Norman Hinkins of Provo, Utah; Deanna Michels of Canyon City, Colo.; Steven Noe of Oklahoma City, Okla.; Georgette Zraikat of El Paso, Tex.; Philip Tharp of Santa Barbara, Calif.; Michele Maurene O'Brien of Larkspur, Calif.; Jerry Woods of Worthington, W. Va.; Genevieve Brown of Lewistown, Mo.; and Majie Rand of Meridian, Miss.

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# TRADE NEWS

A SERVICE OF



June 16, 1955

'CAESAR PRESENTS' A GAY AND TALENTED TRAVELING BAND IN  
MUSICAL COMEDY SUMMER SERIES IN HIS TIME-SPOT

- - -

Sid Himself Will Produce and Carl Reiner Direct Hour  
With Phil Foster, Bobby Sherwood, Bill Hayes,  
Barbara Nichols, Cliff Norton, Sid Gould

CAESAR PRESENTS, a new hour-long comedy-music show, will  
have its debut over NBC television Monday, July 4, at 8 p.m., EDT.

The show, to be produced by Sid Caesar, will be seen  
three out of four Mondays, and will occupy the time slot now held by  
CAESAR'S HOUR. The present program has its final telecast Monday,  
June 20, and returns to the air, Monday, September 26. "Caesar  
Presents" will run through the Summer until Monday, September 12.

The show will be built around the misadventures of a  
traveling band as it makes its way through a tour of one-night stands.  
"Caesar Presents" will feature comedian Phil Foster as the band  
manager, Bobby Sherwood as band leader, Bill Hayes as the vocalist  
and Barbara Nichols as the female interest. Cliff Norton will play  
the driver of the bus and Sid Gould will play a "crazy, mixed-up"  
writer traveling with the band. A girl singer, as yet unnamed, will  
be added to the featured cast.

(more)



2 - 'Caesar Presents'

Carl Reiner, featured on "Caesar's Hour," will direct the show, and George Charles, associate producer on the current vehicle, will continue in the same capacity on the new program. Writers will be Charlie Andrews, Sheldon Keller, Lou Solomon, Selma Diamond and Mike Stewart, with Andrews acting as chief writer. Sherwood will be musical director.

Ted Cappy will be choreographer for "Caesar Presents" and Herb Andrews will handle scenic design.

Sponsors will be: Lee, Ltd., for Dri-Mist, spray deodorant, through Erwin, Wasey & Co.; American Chicle, for Dentyne, through Dancer-Fitzgerald-Sample; and Radio Corporation of America through Kenyon & Eckhardt.

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NBC-New York, 6/16/55



Carl Weiss, producer of "Cassidy's Story," will direct the  
low, and George Taylor, associate producer of the current series.  
All scenes in the film except the one in the program, which will  
Charles Andrews, Richard Miller, Tom Colton, John Dwyer and  
like Stewart, with Andrews acting as chief writer. Showdown will  
national director.

Tom Dwyer will be cinematographer for "Cassidy's Story" and  
with Andrews will handle scenic design.

Showdown will be shot in 16mm, for the first time  
colorized, through RKO, which is a 600-foot film, for the first  
through RKO, which is a 600-foot film, for the first  
through RKO, which is a 600-foot film, for the first

NEW YORK, N.Y., May 10, 1934  
The New York Times



# TRADE NEWS

A SERVICE OF



June 16, 1955

## DUNNINGER, MASTER MENTALIST, STARTS NEW NBC SERIES

- - -

Man Who Confounds and Fascinates Audiences of All Ages Will Go  
Into Saturday TV Spot Sponsored by Hazel Bishop

Dunninger, master mentalist, whose demonstrations have confounded and fascinated audiences of all ages and of varying degrees of skepticism, will be star of THE DUNNINGER SHOW on NBC-TV on Saturdays, 8:30-9 p.m., EDT, beginning June 25.

Hailed as one of the nation's most unusual attractions Dunninger's remarkable experiments have excited widespread comment and stimulated scientific interest for many years.

A master showman, and at the same time a dedicated crusader against fraudulent mediums, Dunninger has offered a standing award of \$10,000 to anyone dealing in the occult whose "supernatural" feats he cannot explain through natural or scientific means, or cannot himself perform.

A studio audience will witness "The Dunninger Show," and "doubters" in the group will be permitted at first hand to challenge the master mentalist on the air.

Segments of the show which cannot be performed in the studio will be shown on film.

Beginning Saturday, July 2, "The Dunninger Show" will be sponsored by Hazel Bishop, with Raymond Spector Co., the agency.

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# TRADE NEWS

A SERVICE OF



June 16, 1955

WASHINGTON STATE FEDERATION OF MUSIC CLUBS  
HONORS NBC AND ITS PROGRAMS

The National Broadcasting Company and its President, Sylvester L. Weaver Jr., were singled out for praise in a series of resolutions passed at the 33rd annual convention of the Washington State Federation of Music Clubs.

In radio, the resolution read: "To the National Broadcasting Company (Sylvester L. Weaver Jr.), for the long-established policy of bringing to the American people the finest orchestral music available such as the Boston Symphony Orchestra with pre-eminent guest conductors and soloists."

In television, the resolutions read: "To the National Broadcasting Company for the 'Television Opera Theatre' in English," and "To the National Broadcasting Company and to Hallmark for their outstanding musical television productions."

An additional resolution (to an NBC advertising client) read: "To the American Telephone and Telegraph Company and Pacific Telephone and Telegraph Company for 'The Telephone Hour'."

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# MONITOR

## THE NEW NBC RADIO SERVICE

NOTED CRITICS--AND AUTHORS, TOO--TO BE HEARD IN 'MONITOR'

FEATURE FOR REVIEWING BEST IN CURRENT LITERATURE

A unique form of reviewing the best in current literature is one of the many features presented regularly on MONITOR, NBC's new weekend radio service, which is heard from 8 a.m. Saturday until Sunday midnight, EDT.

Prominent critics as well as the authors themselves read from the works and, in some instances, the review will encompass a dramatic vignette.

In offering the most comprehensive, entertaining and varied type of book reviews ever heard on radio, "Monitor" will cover a wide range of literature from novels to histories to children's books.

This service was launched on "Monitor's" inaugural broadcast Sunday, June 12, when Joseph Henry Jackson, distinguished critic of the San Francisco Chronicle, reviewed Joyce Cary's new work, "Not Honour More."

During the weekend of June 18-19, Carl Sandburg will be heard reading from his prologue to Edward Steichen's beautiful volume of photographs, "The Family of Man." Communicator Ben Grauer will introduce Steichen, and the volume will be reviewed by Leon Pearson.

This same weekend, "Monitor," will take a look at the Civil War. Jonathan Daniels, of the Raleigh (N.C.) News and Observer, will review "The Land They Fought For," by Clifford Dowdey.

(more)

# NOTES

THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION, 125 WEST 47TH STREET, NEW YORK 17, N.Y.

STATUS OF THE NEW YORK PUBLIC LIBRARY

A number of copies of the book in question have been  
sent to the New York Public Library, and it is  
hoped that the book will be made available to the  
public in the near future.

The book is a valuable contribution to the  
study of the history of the New York Public Library,  
and it is hoped that it will be made available to the  
public in the near future.

In the past, the book has been used by many  
of the students of the New York Public Library, and  
it is hoped that it will be made available to the  
public in the near future.

The book is a valuable contribution to the  
study of the history of the New York Public Library,  
and it is hoped that it will be made available to the  
public in the near future.

During the period of time in which the book was  
being prepared, the New York Public Library was  
in the process of being reorganized, and it is  
hoped that the book will be made available to the  
public in the near future.

This book is a valuable contribution to the  
study of the history of the New York Public Library,  
and it is hoped that it will be made available to the  
public in the near future.

Josephine Perkins of the New York Public Library,  
New York, N.Y., is the author of the book.

2 - 'Monitor'

On the weekend of June 25-26, James Robinson, an NBC Far Eastern correspondent, will interview Richard L. Walker, author of "China Under Communism." Walker, formerly an assistant professor of history at Yale, currently is on leave and teaching on Formosa. Walter Kerr, drama critic of the New York Herald-Tribune, will read from his new book, "How Not to Write a Play." His wife, Jean, herself a playwright, will give an altogether unbiased report on it.

"Monitor's" series of book reviews are prepared and produced under supervision of Arthur W. Hepner.

-----O-----

NBC-New York, 6/16/55







# TRADE NEWS

A SERVICE OF



June 16, 1955

2,000,000 MORE FAMILIES TO RECEIVE NBC-TV'S

"TONIGHT" STARTING JUNE 27

- - -

KRCA and KFSD-TV to Join Roster of "Tonight" Stations

Two million more television families will be added to the circulation of NBC-TV's TONIGHT when the late-evening Steve Allen variety program makes its West Coast bow Monday, June 27. On this date, KRCA, NBC's owned station in Los Angeles, and KFSD-TV, the network's affiliated station in San Diego, will start carrying the program, to be seen on the West Coast from 11:30 p.m. to 12:30 a.m., Pacific Coast Time.

Coinciding with the eight-week origination of "Tonight" from the network's Hollywood studios, while Allen portrays the lead role in Universal-International's forthcoming motion picture, "The Benny Goodman Story," the television series will increase its set circulation on June 27 by 10 per cent.

Allen's gang, including singers Steve Lawrence and Eydie Gorme, music director Skitch Henderson, producer Bill Harbach, associate producer Tom Naud, director Dwight Hemion and Allen's writing team will make the move from New York to California.

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3 MORE "TONIGHTERS" LEAVE FOR WEST COAST  
IN ADVANCE OF STEVE ALLEN'S TREK

Three members of the production staff of TONIGHT (NBC-TV, 11:30 p.m. to 1 a.m., EDT, Monday through Friday) will leave for California, Monday, June 20.

The trio, director Dwight Hemion, unit manager Ted Harbert, and Dick Jackson, unit manager for the network's Participating Programs Department, will be in Hollywood to make arrangements for "Tonight's" first broadcast from the West Coast, Monday, June 27.

They will join the first group of "Tonight" personnel which left New York June 15 to establish headquarters at Los Angeles' Ambassador Hotel. The first unit is made up of Tom Naud, associate producer, and Carol Honig and Lois Balk, writers.

Steve Allen, star of the show, will leave for the coast Saturday, June 25. He reports to work at Universal-International, the following Monday to enact the title role in "The Benny Goodman Story."

-----O-----

NBC-New York, 6/16/55



3 MORE "TONIGHTS" LEAVE FOR WEST COAST

IN ADVANCE OF STAY ALLIANCE THEN

Three members of the production staff of "TONIGHT" (1950-TV)

1:30 p.m. to 1 a.m., EDT, Monday through Friday) will leave for

California, Monday, June 20.

The cast, director Dwight Dyer, and manager Ted Haggart

and Dick Jackson, will remain for the network's participating

programs Department, will be in Hollywood to make arrangements for

"tonight's" first broadcast from the West Coast, Monday, June 21.

They will join the first group of "tonight" personnel

who left New York June 15 for special assignments in Los Angeles

Paradise Hotel. The first unit is made up of Tom Hunt, associate

editor, and Carol Hunt and Lois Bell, writers.

Steve Allen, star of the show, will leave for the coast

Friday, June 22. He reports to work at Universal-International,

following Monday to erect the title role in "The Benny Goodman

city."

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BOB HOPE'S QUIPS AND CLIPS ON "TODAY"

Comedian Bob Hope will be Dave Garroway's guest on TODAY Wednesday, June 29. Hope, in New York for the opening of his latest movie, "The Seven Little Foys," will quip with Garroway as they watch film clips from the picture.

"Today" is seen on NBC-TV, Monday through Friday, 7 to 9 a.m., EDT.

-----O-----

RODEO TELECAST COSTUMES OF ROY ROGERS AND DALE EVANS  
TO CARRY DESIGNS SYMBOLIC OF THEIR REGULAR NBC SHOWS

Both Roy Rogers and Dale Evans will be sporting spectacular new costumes for their starring roles in the ROY ROGERS WORLD CHAMPIONSHIP RODEO when it is telecast over NBC Tuesday, June 21 (8-9 p.m., EDT). They will wear outfits decorated with symbols of their regular radio and television shows over NBC.

Rogers' clothing, all sparkling with rhinestones, will include an embroidered likeness of Bullet, the dog; a doghouse, a dog halter and other canine insignia. One of his other costumes will be encrusted with rhinestones, and embroidered with the outline of Nellybelle, the jeep.

Miss Evans will wear one ensemble with a reproduction of a steer's head on the blouse, and another which will feature the Texas star and Texas bluebonnet flowers.

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BOB HOPE'S GUTTS ARE LOOSE ON "TODAY"

Comedian Bob Hope will be seen Saturday  
on TODAY (Saturday, Jan. 24) when he  
hosts for the opening of his latest movie, "The  
Greatest Little Hero," with a clip with a clip with a clip  
watch him clip from the picture.  
"Today" is seen on NBC-TV, Monday through  
Friday, 7 to 9 a.m., EST.

RODGE TELECAST COASTERS ON BOB HOPE'S AND DAVE EVANS  
TO CARRY BROTHERS' STORIES ON THEIR BROTHERS' SHOW

Bob Hope and Dave Evans will be appearing separately  
on coasters for their Saturday show on the BOB HOPE SHOW  
EMERSONIAN ROADS when it is broadcast next week (Sunday, Jan. 25)  
(8-9 p.m., EST). They will now appear separately with a show of  
their regular radio and television work over WMM.  
Hope's clothing, all appearing with a show, will  
include an embroidered ribbon of white, the only a show, a  
of paper and other canine material. One of his other costumes will  
be decorated with ribbons, and decorated with the color of  
ribbons, the show.  
With Evans will now be a show with a reproduction of a  
star's head on the show, and a show with will feature the Texas  
and Texas' blacksmith flowers.



CAST AND CREDITS FOR HERBERT BAYARD SWOPE JR.'S PRODUCTION  
OF "REMEMBER...1938," ON NBC-TV SUNDAY, JUNE 19

PROGRAM: REMEMBER...1938

TIME: NBC-TV, Sunday, June 19, 7:30 to  
9 p.m., EDT

STARS: Groucho Marx, Ethel Barrymore,  
Oscar Levant, H.V. Kaltenborn, Sue  
Carson, Jonathan Winters, Ted  
Husing, Douglas "Wrong Way"  
Corrigan, Johnny Vandermeer, Jana  
Ekelund, Walter H. Bass, Harry  
Mimmo

PRODUCER-DIRECTOR: Herbert Bayard Swope, Jr.

DIRECTOR: Jim Jordan, Jr.

ASSOCIATE DIRECTOR: Roy Montgomery

WRITERS: Luther Davis, Charles Isaacs

MUSIC DIRECTOR: Gordon Jenkins

COSTUMES: Grady Hunt

SCENIC DESIGNER: Frank Swig

TECHNICAL DIRECTOR: Ross Miller

LIGHTING: Al Scarlett

CHOREOGRAPHY: Miriam Nelson

UNIT PRODUCTION MANAGER: Jerry Madden

AUDIO: Harold Flood

MAKEUP: Fred Williams

SPONSOR: Reynolds Metals Co.

ORIGINATION: El Capitan Theatre, Hollywood

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# COLOR TELEVISION NEWS

A SERVICE OF



'THE SKIN OF OUR TEETH' WITH HELEN HAYES AND MARY MARTIN  
WILL BE FIRST NBC 1955-56 'COLOR SPREAD' SPECTACULAR

- - -

2-Hour Telecast of Thornton Wilder's Pulitzer Prize Play  
Will Be Identical Production Presented in Paris at  
"Salute to France" Festival This Summer

Helen Hayes and Mary Martin will co-star in Thornton Wilder's Pulitzer Prize-winning play, "The Skin of Our Teeth," in the first of NBC-TV's 1955-56 series of Sunday night "Color Spread" Spectaculars, it was announced today by Sylvester L. Weaver Jr., President of the National Broadcasting Company.

"The Skin of Our Teeth," acclaimed as one of the theatrical masterpieces of this age, will be seen in color and black and white in a two-hour production on Sunday, Sept. 11.

It will mark the first TV appearance of Miss Martin since her triumphant portrayal of "Peter Pan" on NBC last March 7, in a history-making performance viewed by more than 67,000,000 Americans -- the largest audience ever to witness a single network TV program.

"The Skin of Our Teeth" on television will be the identical production scheduled to open a limited engagement at the Theatre Sarah Bernhardt in Paris on June 28 as part of the current Salute to France festival of drama, dance and music, which the

(more)





American people are sending to Paris," Mr. Weaver said. "We consider the undertaking of such magnitude and importance that the telecast time will be extended from 90 minutes to a full two hours on Sept. 11.

"It is rare indeed for a play of this stature, with two of America's greatest artists -- Miss Hayes and Miss Martin -- to be made available for an audience of millions to enjoy simultaneously throughout the land. 'The Skin of Our Teeth,' an American play of great universality, is an ideal entertainment with which to salute our great friend and ally, France. It is an equally fitting work with which to salute the American audience of televiewers as the first offering of our new Sunday night Spectacular series."

Fred Coe, executive producer of NBC-TV's "Producers' Showcase," who guided "Peter Pan" from stage to TV, will employ one of his units similarly in behalf of "The Skin of Our Teeth."

In "The Skin of Our Teeth," Miss Hayes, one of the most beloved "first ladies" of the theatre, will enact the role of Mrs. Antrobus, while Miss Martin, top musical comedy star acclaimed as well for her dramatic ability, will portray Sabina.

In her original role of the Fortune Teller will be Florence Reed, a distinguished exponent of Shakespearean and classical roles. A most noteworthy aspect of the production will be the appearance of George Abbott, noted Broadway producer, director and dramatist, in the part of Mr. Antrobus. The play marks Mr. Abbott's return to the acting side of the footlights for the first time in a quarter of a century.

(more)





"The Skin of Our Teeth" won the coveted Pulitzer Prize in drama in 1943, as best exemplifying the award proviso that reads: "For an original American play which shall represent the educational value and power of the stage, preferably dealing with American life."

Commenting on the author and the play in The New York Times, Brooks Atkinson wrote: "Mr. Wilder, who hates the penny-plain naturalistic theatre, is speaking a compassionate word in praise of the fortitude of the human race, and rather than be solemn about it, he is also whooping it up with some burlesque antics on the periphery of the drama. He has looked on life with his welkin eye like a prophet; he has winked his other eye in sociable good humor."

In rehearsal for the past few weeks under the direction of Alan Schneider, "The Skin of Our Teeth" is being produced for Salute to France by Robert Whitehead, who will also be guest producer of the video version on Sept. 11. Miss Hayes, Miss Martin, Miss Reed, Mr. Abbott and the entire company will leave for Paris this afternoon (June 17) on a Pan-American World Airways plane from Idlewild Airport, New York, for the June 28-July 3 engagement in the French capital.

The Salute to France program has been prepared by the American National Theatre and Academy for the United States State Department. Following the Paris run, "The Skin of Our Teeth" company will return stateside for an engagement of two weeks in Washington, D.C., starting July 18, to which President Eisenhower and other government officials have been invited. Subsequently, Chicago

(more)

"The Skin of Our Teeth" won the coveted Pulitzer Prize in 1943, as last, exemplifying the award given that year for an original American play which shall represent the national line and power of the stage, preferably dealing with American life.

Commenting on the author and the play in the New York Times, Brooks Atkinson wrote: "Mr. Willard, who takes the play to its naturalistic heights, is speaking a comprehensive word in the face of the fact that of the human world, and indeed that of the world, he is also whispering it up with some surprising results on the rigidity of the dream. He has looked on life with the same eye as a prophet; he has won his other eye in a notable 'good humor.' In rehearsal for the past few weeks, the play has been an enigma, 'The Skin of Our Teeth' is being prepared for stages in France by Robert Willard, who will also be guest producer of a video version in Sept. 11. This version, which is being produced by the entire company will leave for Paris this afternoon (June 17) on a Pan-American World Airways plane. The play, New York, for the June 20-July 2 engagement in the French capital.

The Salute to France program has been organized by the American National Theatre and Academy for the better known drama. Following the first run, "The Skin of Our Teeth" company will return to the stage for an engagement of two weeks in Chicago, Ill., starting July 18, to which President Eisenhower and his government officials have been invited. Subsequently, Chicago



4 - "COLOR SPREAD"

will view the Pulitzer Prize play for two weeks, after which a limited Broadway stand will be made in New York. This will end in time to permit the cast a full week's preparation for the two-hour "Color Spread" Spectacular on NBC-TV Sept. 11.

"Color Spread," NBC's latest pioneering development in color TV, is a new concept in the medium -- combining the impact of color Spectaculars with the flexibility of the magazine concept. Each of the 13 Spectaculars in the series, to be produced about once a month, will be sold to advertisers on the participation sales plan, opening the excitement and originality of the color Spectaculars to all national advertisers, regardless of their budget.

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NBC-New York, 6/17/55







# TRADE NEWS

A SERVICE OF



June 17, 1955

## 'TODAY' REPORTER JOE MICHAELS AND NBC CAMERAMAN JESS SABIN OFF TO COVER UPRISING IN ARGENTINA

Joe Michaels, news reporter on NBC-TV's TODAY program, left this morning (June 17) for Argentina with NBC cameraman Jess Sabin. The two will cover for "Today" and NBC News the Argentine revolution against President Juan Peron.

Michaels, who handles many of "Today's" straight news stories, is beginning to consider himself a "revolution" specialist. In his present capacity, he has covered the recent outbreak in Costa Rica and previously reported the war in Indo China.

Michaels' reports and Sabin's films will be seen regularly on "Today" and other NBC news shows as long as the troubled situation in Argentina continues.

("Today" is seen on NBC-TV, Monday through Friday from 7 to 9 a.m., EDT).

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NBC WAS THE ONLY NETWORK IN UNINTERRUPTED TOUCH WITH  
ITS CORRESPONDENT DURING JUNE 16 REVOLT IN ARGENTINA

The only network to obtain direct and uninterrupted telephone contact with a correspondent during yesterday's (June 16) Argentine revolt was NBC News.

(more)



2 - 'Argentine Revolt'

Director of News William R. McAndrew put a call in for Robert Lindley, NBC correspondent in Buenos Aires as soon as the first startling word came in that bombs were plummeting on the Argentine capital.

Less than one hour later the call went through and Joseph O. Meyers, central news desk manager, talked with Lindley. Lindley reported the revolt was still going on and described the turmoil in the streets, the apparent significance of the events, and the efforts being made to quell the revolution.

Earlier, NBC newsmen monitored and translated the official Argentine radio report and learned for the first time that it was a part of the Navy which had revolted.

Both the Meyers-Lindley conversation and the radio report were recorded and broadcast during a special telecast put on with commentator Irving R. Levine at 3 p.m. yesterday.

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NBC-New York, 6/17/55



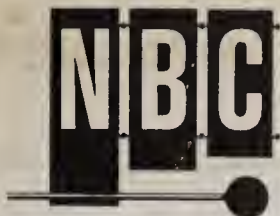
Director of News William R. Wehrman put a call in for Robert Lindley, ABC correspondent in Buenos Aires as soon as the first shooting was heard in that house were situated on the Argentine capital.

Less than one hour later the call went through and Joseph Meyers, central news desk manager, talked with Lindley. Lindley reported the revolt was still going on and described the situation in the streets, the alignment of the forces, and the effort being made to quell the revolution.

Earlier, ABC newsmen monitored and transmitted the official Argentine radio report and feared for the first time that it was a part of the Navy which had revolted.

Both the Meyers-Lindley conversation and the radio report were recorded and broadcast during a special telecast but on with commentator Irving R. Levine at 3 p.m. yesterday.

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# TRADE NEWS

A SERVICE OF



June 17, 1955

NBC COMMENTATOR IRVING R. LEVINE GRANTED  
VISA TO VISIT SOVIET UNION

- - -

Will Accompany U.S. Agricultural Delegation

Irving R. Levine, NBC News commentator, has been granted a visa to visit the Soviet Union and will go there next month, it was announced yesterday (June 16) by William R. McAndrew, NBC director of news.

Levine, who covered the Korean War for NBC, will tour Russia with an American agricultural delegation from July 15 to Aug. 15.

The American delegation which Levine will accompany consists of 12 representatives of American agriculture, according to the State Department. They will tour various rural areas of the U.S.S.R. and visit research and educational institutions. Under an exchange arrangement, a similar group of Russian agricultural experts will visit the United States from July 10 to Aug. 10.

The idea grew from a speech by Communist Party Secretary Nikita Khrushchev earlier this year when he referred in a complimentary fashion to Iowa methods of raising corn to feed hogs. The Des Moines Register and Tribune suggested that a group of Soviet

(more)



farmers visit Iowa and added that it might be a good idea for an exchange delegation of Americans to visit Russian farms. The suggestion was quickly picked up by the Soviet farm newspaper "Khozyaisto" (Agriculture) on March 1. On March 11 the Soviet Government formally requested such an exchange in a note to the U.S. Embassy in Moscow, following a comment by President Eisenhower at a news conference that he thought an agricultural exchange would be a good idea. On June 2 the Department of State announced that 12 American farm experts would go to Russia in an exchange visit.

The visa granted to Levine has no connection with the recent request of NBC President Sylvester L. Weaver Jr. to Khrushchev for permission to send NBC personnel to Moscow. No reply to Mr. Weaver's message has been received.

Levine is a veteran European correspondent, having covered stories in Vienna, Sofia, Prague, Paris and London. In 1952 he was the recipient of a Council on Foreign Relations fellowship granted annually to an American foreign correspondent.

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NBC-New York, 6/17/55







SPOT SALES

# News

NBC SPOT SALES TO DISTRIBUTE

2,000 HANDY TIME CONTRACT CHARTS

NBC Spot Sales is about to mail out 2,000 "time pieces" to its friends in the advertising field. It is also laying in a supply against an anticipated demand for more.

The "time pieces," while not watches with main springs, second hands, etc., are just as valuable as watches to time buyers and others involved in purchasing time on radio and television.

The mailing will be the Radio-TV Time Contract Chart, a perennial gift to members of the industry from NBC Spot Sales. The pocket piece, made like a simplified slide rule for engineers, does nothing more than measure off the weeks in 13-week segments in four groups covering a year. That sounds as simple as reciting one's ABC's -- until one tries it on a conventional calendar. The usual experience is that the weeks become jumbled on the calendar, they never add up correctly, and there is confusion and consternation all around.

The NBC Spot Sales pocket piece, first issued several years ago, is now an accepted item in most time buyers' coat pockets. It has become an institution, and according to Thomas B. McFadden, Vice President in charge of NBC Spot Sales, it couldn't be dropped even if the division wanted to do so.

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NBC-New York, 6/17/55





'HOME' FOOD EXPERTS TO GO OVERSEAS FOR FILM SEQUENCES  
AND FIRST-HAND DATA FOR NBC TELECASTS

The Food Department of NBC-TV's HOME program (Mondays through Fridays, 11 a.m. to 12 noon, EDT) will expand its operations to get film sequences and first-hand data from Europe and the Hawaiian Islands in coming weeks.

Following her appearances with "Home" in Seattle, Wash., on June 22, 23 and 24, Kit Kinne, cooking editor seen regularly on the program, will fly directly to the Hawaiian Islands. During her five-day stay there she will prepare a special film feature on pineapples to be used on "Home" in conjunction with Del Monte, one of the show's sponsors. In addition, she will do exploration and research for the program's Food Department, shooting film features through the facilities of Station KONA, NBC-TV affiliate in Honolulu.

Chef Phillip, seen once a week on "Home," will spend the first three weeks in August traveling through Europe filming food features for the program. He will visit Madrid, Paris, Rome, London and the French Riviera.

The trip will be something of a homecoming for the Chef whose real name is Hippolyte Haultcoeur. He was born in England of French parents and his father, grandfather and uncle all were chefs. Beginning at age 13, he received his initial training in the finest kitchens in France, Switzerland and England. He came to the United States in 1929, becoming a U.S. citizen shortly thereafter. In addition to his appearances on "Home," he is a senior chef instructor at the State University of New York.

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NBC-New York, 6/17/55



# FOOD EXTENDED TO GOVERNMENT FOR WITH RESOURCES AND FINEST-HAND DATA FOR ALL TRIPARTIS

The Food Department of WFO-TV's News program (Monday  
evening, 11 p.m. to 12 noon, EST) will expand its operations  
get this department and fine-hand data from Europe and the Pacific  
lands in coming weeks.

Following her appointment with "News" in Seattle, Wash.,  
on 22, 23 and 24, Mrs. James, working with news regularly on the  
program, will fly directly to the Hawaiian Islands. During her five  
day stay there she will prepare a special film feature on the  
be used on "News" in conjunction with her work, one of the  
reports. In addition, she will do explanation and reports for the  
program's Food Department, showing film features through the  
activities of Station WFOA, WFO-TV and WFO in Honolulu.

That film will be seen once a week on "News", will again the  
that film were in August traveling through Europe filming food  
features for the program. He will visit London, Paris, Rome, London  
and the French Riviera.

Mr. Lee will be something of a homecoming for the staff  
as well as is Hippolyte Haddadour. He was born in England of  
French parents and his father, Frenchman and until his death  
beginning at age 13, he received his initial training in the  
Lithuania in France, Switzerland and England. He came to the United  
States in 1952, becoming a U.S. citizen shortly thereafter. In  
addition to his appointment on "News", he is a senior chef instructor  
at the State University of New York.

\*-----\*

CREDITS FOR 'THE DUNNINGER SHOW' ON NBC-TV

\*-----\*

TITLE: THE DUNNINGER SHOW

TIME: NBC-TV, Saturdays,  
8:30-9 p.m., EDT.

FORMAT: Exciting and mystifying  
demonstrations by the  
master mentalist, with  
audience participation.

STARS: Dunninger, and guest  
stars.

EXECUTIVE PRODUCER: Ben Frye

PRODUCER: Arthur Rosenblum

ASSOCIATE PRODUCER: Jack Goldberg

DIRECTOR: Frank Telford

MUSIC: Elliott Lawrence

ANNOUNCER: Dick Satterfield

SPONSOR: Hazel Bishop

ADVERTISING AGENCY: Raymond Spector Co.

ORIGINATION: Live, from NBC-TV Studios  
in New York.

STARTING DATE: Saturday, June 25.

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NBC-New York, 6/17/55



# CREDITS FOR 'CAESAR PRESENTS' ON NBC-TV

TITLE:	CAESAR PRESENTS
TIME:	Three Mondays out of four, 8-9 p.m., EDT, beginning July 4, 1955
CAST:	Phil Foster, Bobby Sherwood and band, Bill Hayes, Barbara Nichols, Cliff Norton, Sid Gould
FORMAT:	Musical-comedy adventures of a traveling band with Foster as manager, Hayes and Sherwood as entertainers, Barbara Nichols as female interest
PRODUCER:	Sid Caesar
STAGED BY:	Carl Reiner
ASSOCIATE PRODUCER:	George Charles
CAMERA DIRECTOR:	Grey Lockwood
ASSISTANT CAMERA DIRECTOR:	Bob Hartung
WRITERS:	Charlie Andrews, Sheldon Keller, Lou Solomon, Selma Diamond and Mike Stewart
MUSICAL DIRECTOR:	Bobby Sherwood
CHOREOGRAPHER:	Ted Cappy
SCENIC DESIGNER:	Herb Andrews
TECHNICAL DIRECTOR:	Bob Daniels
LIGHTING DIRECTOR:	Bob Davis
AUDIO ENGINEER:	Henry Gerling
EXECUTIVE PRODUCER:	Hal Janis
UNIT MANAGER:	Julian Bercovicci
SPONSORS AND AGENCIES:	American Chicle Company (Dancer- Fitzgerald-Sample, Inc.); Radio Corporation of America (Kenyon & Eckhardt) Lee, Ltd. (Erwin, Wasey & Co.)



CREDITS FOR 'CASSIDY' ON NBC-TV

CASTAL PRESENTS

TITLE:

Three Mondays out of town,  
7-9 p.m., 1951, beginning July 2,  
1951

TIME:

Bill Poston, George E. Stone and  
Lionel Barrymore, starring  
Michael, Cliff Norton, Bill Gentry

CAST:

Michael-comedy adventure of a  
young man who goes to  
London, where he is  
discovered by a woman who is  
his sister

FORMAT:

215 episodes

PRODUCER:

Carl Linder

STORY BY:

George Cohan

ASSOCIATE PRODUCER:

Guy Lewand

CAMERA DIRECTOR:

Bob Hartman

ASSISTANT CAMERA DIRECTOR:

Michael Andrews, William Haller,  
Lou Lomax, John Lomax and  
Mike Lomax

WRITING:

John Lomax

MUSIC DIRECTOR:

Tom Cady

CHOREOGRAPHER:

Walt Anderson

SCENIC DESIGNER:

Tom Doherty

TECHNICAL DIRECTOR:

Tom Doherty

LIGHTING DIRECTOR:

Harry Goring

AUDIO ENGINEER:

Hal Jaffe

EXECUTIVE PRODUCER:

Julian Koppelman

UNIT MANAGER:

American White Company (Denver-  
Pittsburgh-San Francisco, Inc.); Radio  
Department of America (New York &  
Chicago) Inc. (New York,  
New York & Co.)

SPONSORS AND AGENTS:



# TRADE NEWS

A SERVICE OF



June 20, 1955

## NBC PURCHASES 'MEET THE PRESS'

The National Broadcasting Company has purchased MEET THE PRESS, it was announced today (June 20) by Joseph V. Heffernan, Financial Vice President of NBC, and Lawrence E. Spivak, previous owner of the show presented on the NBC-TV and Radio Network.

NBC has also entered into a long term contract with Mr. Spivak to produce the program and appear on it as a panelist.

"Meet the Press," the Peabody-award winning program known internationally as the "Press Conference of the Air," has been broadcast on radio and television for almost 10 years and during that time most of the world's leading figures have appeared on it.

Amongst these are John Foster Dulles, Anthony Eden, Vice President Richard Nixon, the late Senator Robert Taft, Pierre Mendes-France (when he was Premiere of France), Mrs. Franklin D. Roosevelt, and Adlai Stevenson.

The program is credited with making more front page news than any program in the history of radio and television.

It was on "Meet the Press" that Senator George, on March 20, called for a meeting of the Big Four -- a call that created the

(more)



2 - 'Meet the Press'

whirlpool of events precipitating the actual Big Four meeting scheduled to take place next month.

Whittaker Chambers appeared on "Meet the Press" prior to the indictment and conviction of Alger Hiss.

Adlai Stevenson's admission on "Meet the Press" that he would not refuse a draft led to his becoming a candidate. Governor Thomas E. Dewey said he was for Eisenhower on the program, and started the general on the road to the Presidency.

A famous early interview was the one with Senator Bilbo, in which Bilbo admitted publicly for the first time that he was a member of the Ku Klux Klan.

Pan American World Airways and the Johns-Manville Corporation sponsor "Meet the Press" on NBC Television. "Meet the Press" is presented on NBC-TV Network and NBC Radio Network every Sunday, 6-6:30 p.m., EDT. The radio portion is a segment of "Monitor."

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NBC-New York, 6/20/55







# TRADE NEWS

A SERVICE OF



June 20, 1955

## 'DO-IT-YOURSELF'

- - -

New Hobby Show Will Co-Star Dave Willock  
and Cliff Arquette

DO-IT-YOURSELF, the first hobby show to be televised

nationally, will premiere on NBC-TV Sunday, June 26 at 7:30 p.m., EDT, with Dave Willock and Cliff Arquette starred. The half-hour Sunday feature will be seen for 13 weeks.

The Reynolds Metals Company, sponsor of "Mr. Peepers," which formerly occupied this time segment, is sponsoring "Do-It-Yourself." The agency is Clinton E. Frank, Inc., Chicago.

Willock and Arquette, well known comedians and hobbyists, will demonstrate projects that can be made by almost anyone in home work-shops. The undertakings will be useful, practical and capable of simple and safe accomplishment.

How to make screens will be the project of the opening program of the series, which will be telecast "live" from California. Willock and Arquette will demonstrate graphically that the basic method of making screens can be adapted for use in screening anything from a small window to a large porch. Willock will be seen making all types of screens and showing how to use, as well as repair them.

(more)



## 2 - 'Do-It-Yourself'

Dave Willock owns one of the largest wood-working stores in Southern California and is considered a leading authority in the do-it-yourself field. A former vaudeville and radio comedian, Willock created the "Dr. Hobby" show, which originally brought him together with Cliff Arquette. Arquette has also earned a considerable reputation for himself in vaudeville and radio, notably for his characterization of Charlie Weaver, which he has been doing on various programs for the last 25 years.

Following is a schedule of projects for the remainder of the series:

Sunday, July 3 -- Preparations for July 4 picnic. How to cover a card table, with emphasis on Reynolds Wrap for use as table cover, ground cover for picnic, etc.

Sunday, July 10 -- Odd jobs that can make home, garden and vacation more enjoyable. The major project will be the making of a trellis.

Sunday, July 24 -- "Yard and Playground Uses" is the theme. A sand box and Esi-Build Jungle Gym will be worked on. Another major project will be the making of a table with fittings, for outdoor use.

Sunday, July 31 -- Camping and fishing take the stage. Making a "live box" for fishing, a fishing rod holder, fishing net and tent poles are on the agenda.

Sunday, Aug. 7 -- Making a car top carrier is the main project. Others include the use of foil in a car trunk and also to air-condition autos; the use of non-rusting aluminum bolts, nuts and washers for license plates.

(more)





3 - 'Do-It-Yourself'

Sunday, Aug. 21 -- Home Improvement. How to make a room divider.

Sunday, Aug. 28 -- Home Maintenance. A double closet rod, a shower curtain rod, a window and screen door guard and a spatter shield to protect the wall back of a stove will all be demonstrated.

Sunday, Sept. 4 -- Children's Projects. Activities that may keep the small fry usefully occupied and away from mischief.

Sunday, Sept. 18 -- Making storm sashes and screens; helpful hints for winterizing the home.

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NBC-New York, 6/20/55

Monday, Aug. 21 -- Home Improvement. How to make a room

visit.

Tuesday, Aug. 22 -- Home Improvement. A handle about 100

thousand cubic feet, a window and screen door, and a quarter  
to protect the wall back of a stove with all the decoration.

Wednesday, Aug. 23 -- Children's Projects. Activities for

to keep the wall for useful, occupied and safe from mischief.

Thursday, Aug. 24 -- Making storm gates and screens;

form plans for windowing the house.

100-100 York, 1944



# TRADE NEWS

A SERVICE OF



June 20, 1955

NBC'S JACK BEGON ARRIVES IN MOSCOW

FIRST REPORTS HEARD ON "MONITOR"

- - -

First U.S. Correspondent in U.S.S.R. Capital

Since Khrushchev Invitation

NBC correspondent Jack E. Begon, Rome correspondent for NBC News, arrived in Moscow Friday, June 17 -- the first network correspondent to reach the Soviet capital since Communist Party Secretary Nikita Khrushchev invited newsmen to visit the U.S.S.R. He is also the first NBC correspondent to be in Moscow since Robert Magidoff was ejected in 1948.

Begon was present in Belgrade when Khrushchev gave his invitation after a party at Tito's headquarters. The correspondent put in his application immediately at the Soviet Embassy in Belgrade.

He wired NBC director of news William R. McAndrew that he had arrived.

Begon will spend two weeks in Russia and plans are being made for him to report to New York headquarters by telephone, the phone conversations to be taped and broadcast. He has tape recording equipment with him and will record events and impressions.

Over the weekend he made four direct broadcasts which were picked up by MONITOR on NBC Radio.

Begon joined the Stars and Stripes in Rome while serving with the army as a sergeant. After the war, he joined NBC.

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# NBC O & O STATIONS DIVISION

## News

### NATIONAL SPOT AND LOCAL SALES

#### RISE ON NBC OWNED STATIONS

If astronomers in the nation's capital thought last month they were detecting an uncommonly large number of sun spots (and moon spots), they perhaps can trace them to the transmitters of WRC and WRC-TV, the NBC Owned Stations in Washington.

The two stations rolled up tremendous increases in national spot billings in May, 1955, as compared with May, 1954, according to reports submitted today to Charles R. Denny, Vice President in charge of NBC Owned Stations and NBC Spot Sales.

In May television national spot sales, WRC-TV registered an increase of more than 50 per cent over May, 1954. The increase in national spot sales for radio on WRC was more than 41 per cent greater than the same month a year ago.

The Washington figures reflected the situation throughout the NBC Owned Stations division. National spot television sales were up more than 12 per cent in the division this May over May, 1954, and local television sales rose more than 13 per cent for the same period.

While WRC led the national spot increases in radio, Station WTAM, Cleveland, had the largest single increase in local radio sales -- 60 per cent. The total rise in local radio sales for all stations in the division was 7 per cent.

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NBC-New York, 6/20/55





# TRADE NEWS

A SERVICE OF



June 20, 1955

'B.G.' (HIMSELF), GENE KRUPA AND TEDDY WILSON OF ORIGINAL BENNY GOODMAN COMBO TO JOIN 'ALLEN (STEVE) IN MOVIELAND'

Benny Goodman, Gene Krupa and Teddy Wilson -- three of the original members of the famous Benny Goodman Orchestra -- will appear during NBC-TV's ALLEN IN HOLLYWOOD on July 2 (9 to 10:30 p.m., EDT). The three musicians will play as a trio and later, augmented by three additional musicians, will form a sextet.

The musicians are the most recent addition to the cast of the 90-minute extravaganza being produced by NBC in cooperation with Universal-International pictures. Goodman's life story, with NBC comedian Steve Allen in the title role, is scheduled to be filmed at the U-I studios starting in July. Allen will appear on the program in the role of commentator. Co-starring with Allen will be Jeff Chandler, Tony Curtis, Piper Laurie, Audie Murphy, Mamie Van Doren and Keith Andes, all U-I stars.

Jack Rayel is the executive producer for "Allen in Hollywood."

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NBC-TV NEWS

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CREDITS FOR 'WIDE WIDE WORLD' ON NBC-TV

\*-----\*

TIME: NBC-TV, Monday, June 27,  
8-9:30 p.m., EDT

EXECUTIVE PRODUCER: Barry Wood

PRODUCER: Fred Rickey

DIRECTOR: Dick Schneider

WRITER: Saul Levitt

UNIT MANAGER: Al Cooperman

MUSIC DIRECTOR: Henry Sosnik

SCENIC DESIGNER: Reuben Ter-Aratunian

SPONSORS: Radio Corporation of  
America and Ford Motor  
Company.

AGENCY (for both sponsors): Kenyon & Eckhardt

COOPERATIVE NETWORKS: Canadian Broadcasting  
Corporation, and Emilio  
Azcarraga Jr., head of  
the network of Mexican  
television stations.

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NBC-New York, 6/20/55

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2.  $\frac{1}{2} \times \frac{1}{2} = \frac{1}{4}$  (probability of getting two heads)

# MONITOR

## THE NEW NBC RADIO SERVICE

'BEAT' ON PERON STORY FROM ARGENTINA AND PICKUPS FROM MOSCOW  
HIGHLIGHT FIRST FULL WEEKEND OF 'MONITOR' ON NBC RADIO

Radio Central, the \$150,000 communications center which serves as home base of MONITOR, NBC's new weekend radio service, was designed to serve as a "listening post of the world," enabling "Monitor" to keep its listeners in instantaneous touch with the news, wherever it is breaking.

That it is serving this purpose was dramatically evident Sunday, June 19, when "Monitor" scored a beat in reporting the waning power of Argentine dictator Juan Peron.

In the first radio report from Buenos Aires since the outbreak of the revolution on Thursday, June 16, NBC Correspondent Bob Lindley said that Peron is now a secondary figure in the government and that the army is in control.

"Monitor" supervising editor Jim Holton talked with Lindley on the telephone (this two-way conversation was tape-recorded and immediately put on the air) and asked him several pertinent questions after Lindley had told him he could answer "all questions." They discussed Peron freely, but when Holton pressed for more information on the army being in control, the circuit was cut immediately.

Lindley had ordered up a radio circuit for 5 p.m., EDT, but at that time "Monitor" was informed that the circuit "has been cancelled for obvious reasons."

(more)





The first radio reports in seven years by an NBC correspondent in Moscow also were "Monitor" news highlights over the weekend. "Monitor" made four pickups from Moscow, where NBC correspondent Jack Begon reported on such diverse matters as the ouster of three U.S. attaches from the American embassy and the goods on sale in Moscow shops.

"Monitor" was on the spot in other spheres of interest as well. Among these were the two biggest sports stories of the weekend. On Sunday, commentators Lawson Little and Harry Von Zell reported from San Francisco's Olympic Country Club the dramatic victory scored by unknown Jack Fleck over the great Ben Hogan in the National Open golf championship.

The previous evening, Saturday, "Monitor" covered the winner-take-all match race involving the nation's two finest pacers, Adios Harry and Adios Boy, at Roosevelt Raceway in Westbury, L.I. Fred Capossela provided "Monitor" listeners with a stride-by-stride of Adios Harry's upset victory.

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NBC-New York, 6/20/55





# MONITOR

## THE NEW NBC RADIO SERVICE

NBC RADIO'S PAULINE FREDERICK SCORES WITH FIRST AMERICAN  
BROADCAST BY U.S.S.R.'S MOLOTOV -- A SCOOP FOR "MONITOR"

SAN FRANCISCO, JUNE 20 -- Miss Pauline Frederick, NBC's diplomatic reporter and the only woman network news commentator, scored another "first" Saturday (June 19) in getting the first American radio broadcast with Soviet Foreign Minister V.M. Molotov when he arrived for the 10th anniversary of the U.N. conference.

Miss Frederick was at the Oakland Mole, terminus of the Southern Pacific Railroad, when the "City of San Francisco" train arrived with three private cars bearing the Soviet delegation.

Reporters and photographers were held back by local police, U.N. security officers, State Department agents and Soviet aides until protocol officers could ask Mr. Molotov whether he was willing to be photographed, he assented and stepped forward quickly.

After the picture taking, he said "Thank you very much" in English and walked quickly to his shiny black Cadillac -- a car from the Soviet U.N. delegation headquarters in New York city which had been driven across country by a Soviet Chauffeur.

Mr. Molotov was about to be driven off when Pauline Frederick tapped on the window of his car. It was lowered a few inches, and still further when he saw the NBC microphone in her hand.

(more)



# MEMORANDUM

TO THE SECRETARY OF DEFENSE

MEMORANDUM FOR THE SECRETARY OF DEFENSE  
SUBJECT: THE "MILITARY" -- A REPORT FOR "MILITARY"

SAN FRANCISCO, JUNE 20 -- (AP) -- The "MILITARY" -- A REPORT FOR "MILITARY"

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Miss Frederick shouted to him from outside the car, "How does the United States look?" He responded in Russian and then his interpreter Mr. Troyanovsky, proceeded to translate. In his first American radio broadcast heard on NBC's "Monitor" program, Mr. Molotov said, "Thank you for the welcome by you given to all of the Soviet Union delegates on arrival here. Allow me to convey through you cordial greetings to the people of San Francisco, the city where the United Nations organization was born."

As the car drove away, Miss Frederick pushed through the crowd and by taxicab crossed the San Francisco bay bridge through heavy week-end traffic.

In just a little over an hour from the time the train arrived, she was broadcasting to the nation on "Monitor" from NBC's Radio City in San Francisco.

Miss Frederick marks an anniversary this week in San Francisco, having covered the opening of the U.N. conference in 1945. She will be heard on NBC throughout the 10-day conference along with other NBC news analysts and commentators including John Cameron Swayze, H.V. Kaltenborn, Chet Huntley, Elmer Peterson and Bill Henry.

She was recently honored for her Sunday NBC Radio program "Pauline Frederick at the U.N." when she garnered the coveted Peabody Award for "the best radio contribution to international understanding" during 1954. For her outstanding work in 1953, she won the DuPont award and is the first woman news commentator ever to win either of these prizes.

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PILGRIMAGE TO MECCA TO BE SHOWN ON NBC'S "BACKGROUND"

- - -

First TV Films of Event Were Made By

NBC Karachi Cameraman

For the first time in history the famous pilgrimage to Mecca will be presented on television as photographed by a participant.

The dramatic films taken by NBC News' Karachi cameraman, Z.D. Barni, will be shown on the BACKGROUND program for Sunday, June 26 (NBC-TV, 4-4:30 p.m., EDT).

Previously, the religious trek has been photographed only from the air and from a distance since non-Moslems are not permitted to mingle with the group. Barni is a Moslem and thus was able to take the pictures.

David Brinkley of NBC News will narrate the march.

The general theme of the program is the story of Mohammedanism and to illustrate its workings, "Background's" cameras will take the viewer to Washington where an Islamic Center is being created and to the Bandung Conference, where the role of the Moslem delegates will be graphically shown.

"Background" is an NBC News program produced by Reuven Frank.

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"Background" is an NBC News program produced by

delegates will be graphically shown.

Bandung Conference, where the role of the Muslim

where an Islamic Center is being erected and to the

"ground's" centers will take the viewer to Washington

Mohammadism and to illustrate the working, "non-

The general theme of the program is the story of

search.

David Brinkley of NBC News will narrate the

the pictures.

Group. But is a Muslim and there are more to take

non-Muslims are not permitted to mingle with the

expelled only from the six and from a distance since

Previously, the religious has been photo-

4-1:30 p.m., EDT).

SECOND program for Sunday, June 22 (NBC-TV)

commentary, C.D. Harris, will be shown on the 24th-

The dramatic films taken by NBC News, Karachi

photographed by a participant.

granted to Meera will be presented on television as

for the first time in history the famous pil-

NBC Karachi Commentaries

What TV films of events have been by

TELEVISION TO BE SHOWN ON NBC-TV "BACKGROUND"

'MEDIC' SERIES PRAISED BY AMERICAN MEDICAL ASSOCIATION  
FOR BRINGING 'ACCURATE AND TRUE PICTURE' TO PUBLIC

"'Medic' has brought an accurate and true picture of medical practice to the American public" according to a special citation from the American Medical Association.

The NBC-TV program (three out of four Mondays, 9 p.m., EDT) was honored at the recent convention of the association at Atlantic City, N.J.

The citation also stated: "'Medic' has served the public interest and welfare. American medicine has received great benefit from these dramatizations of the art and science of medicine."

The association had particular commendation for James Moser, who created "Medic," the Los Angeles County Medical Association, the National Broadcasting Company and the Dow Chemical Company (the sponsor) for their parts in the production of the series.

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CHARLES HENDERSON NAMED MANAGER  
OF FIELD EXPLOITATION FOR NBC

Al Rylander, director of exploitation for the National Broadcasting Company, announced today the appointment of Charles (Chuck) Henderson as manager of field exploitation.

Mr. Henderson has been with NBC since February, 1952, when he joined the company as director of publicity for the special film unit producing "Victory at Sea" under Henry Salomon. In February, 1953, he became director of publicity for the newly-formed Film Division.

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THE ASSOCIATION OF AMERICAN ENGINEERS  
AND MECHANICAL ENGINEERS  
HAS A SPECIAL INTEREST IN THE  
PROGRESS OF THE  
INDUSTRIAL REVOLUTION.

THE ASSOCIATION OF AMERICAN ENGINEERS  
AND MECHANICAL ENGINEERS  
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PROGRESS OF THE  
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## THE ASSOCIATION OF AMERICAN ENGINEERS AND MECHANICAL ENGINEERS

THE ASSOCIATION OF AMERICAN ENGINEERS  
AND MECHANICAL ENGINEERS  
HAS A SPECIAL INTEREST IN THE  
PROGRESS OF THE  
INDUSTRIAL REVOLUTION.  
THE ASSOCIATION OF AMERICAN ENGINEERS  
AND MECHANICAL ENGINEERS  
HAS A SPECIAL INTEREST IN THE  
PROGRESS OF THE  
INDUSTRIAL REVOLUTION.





# TRADE NEWS

A SERVICE OF



June 21, 1955

## NBC PRESIDENT WEAVER TO BE GUEST SPEAKER AT SAN FRANCISCO PRESS AND UNION LEAGUE CLUB DURING WEEK OF UN DISCUSSIONS

Sylvester L. Weaver Jr., President of the National Broadcasting Company, will be honored as the guest speaker at a special luncheon of the San Francisco Press and Union League Club Thursday, June 23. Mr. Weaver will be the only "non-diplomat" invited to speak from the famous headtable during the week.

Such international leaders as V.K. Krishna Menon, India's roving ambassador, and Brig. Gen. Carlos P. Romulo, the personal envoy of President Ramon Magsaysay of the Republic of the Philippines, will address the club and more than 100 press correspondents covering the 10th anniversary of the United Nations Conference at the San Francisco Opera House will attend.

The week of U.N. discussions at the Press Club by world diplomats was opened Saturday night by Dr. E.N. van Kleffens, President for the U.N. commemorative session in San Francisco.

Mr. Weaver will be introduced by Paul Speegle, President of the Press Club and television editor of the San Francisco News. Mr. Weaver will discuss the role of television and radio in telling the story of the peoples of the world as they seek peace. On many

(more)





occasions, he has commented that the "wide wide world" can be a stage for many dramatic reporting jobs by television and radio and stated that television can be a powerful "communicator" to acquaint the people of all nations with new accomplishments in the arts, politics, diplomatic relations, science and industry.

It is under Mr. Weaver's direction that NBC will give the U.N. 10th anniversary conference in the San Francisco Opera House greater coverage than any news event since the political conventions of 1952.

Headliners for NBC Television and Radio include H.V. Kaltenborn, John Cameron Swayze, Chet Huntley, Bill Henry, Elmer Peterson and Pauline Frederick.

Following the live telecast of President Eisenhower's speech opening the conference on Monday which was carried on the NBC Television and Radio Networks, the talks of the Big Four foreign ministers (MacMillan, Molotov, Pinay and Dulles) will be telecast on NBC-TV, June 21, 22, 23, 24 at 3-3:30 p.m., EDT.

U.N. news will be given special radio broadcasts from the United Nations sessions with Kaltenborn, Henry, Huntley, Peterson and Miss Frederick at the NBC microphones. This special coverage will include taped excerpts from the speeches of MacMillan, Molotov, Pinay and Dulles (NBC Radio, 3:05-3:30 p.m., EDT).

Miss Frederick will broadcast conference highlights and behind-the-scenes color on NBC Radio, Network except WRCA, June 21, 22, 23, 24, 27, 28 at 1:30-1:45 p.m., EDT.

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include tapes excerpted from the speeches of MacMillan, Molotov, Tsimanovsky  
and Acheson (NBC Radio, 3:05-3:30 p.m., EDT).

Miss Frederick will broadcast conference highlights and  
background-the-scenes color on NBC Radio, Network except WMA, June 21,  
22, 23, 24, 25 at 1:30-2:45 p.m., EDT.





# TRADE NEWS

A SERVICE OF



June 21, 1955

MORE THAN 1,000 ASPIRING COMEDY WRITERS RESPOND  
TO NBC TALENT AND SHOW DEVELOPMENT PLAN

- - -

Leonard Hole Reports on Progress of Project;  
Goodman Ace to Counsel Finalists

Response to NBC's nationwide search to uncover promising new comedy writers for the future has been "greater and faster" than the network had anticipated. More than 1,000 persons have already answered the call.

A report on the quest -- Phase One of the network's multi-million dollar talent and show development project -- came yesterday (June 20) from Leonard Hole, NBC director of program development, one month after the first announcement of the countrywide search.

"Over 1,000 specimens of comedy material already have been submitted," Mr. Hole said. "Nine hundred were worth being read by -- and are being read by -- the NBC Comedy Creative Committee. So far, 30 writers have shown sufficient promise for us to ask for additional submissions."

Though being deluged with new comedy material, NBC is giving it all "very careful attention," Mr. Hole said.

He said also that Goodman Ace, one of the country's leading TV-radio comedy writers, has agreed to work with the finalists as a

(more)



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Page 11 of 11

There are two sections of the report which  
are of interest to the committee. The first  
section is the one which deals with the  
results of the tests of the material.

The second section is the one which deals with the  
conclusions of the tests. The results of the tests  
show that the material is of a high quality and  
is suitable for use in the construction of the  
structure.

The results of the tests also show that the material  
is of a high quality and is suitable for use in the  
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## 2 - Comedy Writers

senior counselor, and that Martha Raye's writing team -- Ed Simmons and Norman Lear -- have "graciously offered" to work with promising writers.

The 30 "promising" aspirants among the first 1,000 represent a geographical sprinkling from New York to California. The group of 30 includes a boy in an Army camp in California, a pair of recent Yale graduates, a radio announcer, and several university instructors.

"Most seem to be in their twenties," Mr. Hole said, "which is partially explained by the fact that we did a good deal of preliminary spadework in the universities."

Comedy material came in from a "real cross-section" of the people, he said. "It came from housewives, physicians, advertising executives, and people who said they had just bought a TV set. Virtually all expressed enthusiasm for an 'open-door' policy that gave them a chance to show what they can do."

Aspirants in the "promising" group will be given assignments involving specific comics, who will evaluate them. Later, NBC will commission pieces for specific comics.

Finalists will be brought on salary to New York or Hollywood and will be attached to the writing staffs of leading NBC comedians for a period of training and apprenticeship. At this stage, the writers will have the counsel of Goodman Ace, Simmons and Lear and other top American comedy writers.

The search for new comedy writers is reaching out literally into every corner of the land, notably into colleges, universities and little theatres. NBC-TV and NBC Radio affiliated stations are being asked to help, search and recommend. The search for comedy writers will be a continuing one, with new submissions finding a constant welcome.







# TRADE NEWS

A SERVICE OF



June 21, 1955

## THE EYES OF AMERICA MAY SOON BE ON TEXAS (HOUSTON) AS COLLEGE PROFESSOR WINS 'TODAY' CONTEST

- - -

### His Essay Tells Why Program Should Visit His City

James A. Tinsley of the department of history, University of Houston (Texas), has been selected as the winner of the "Why 'Today' Should Visit Our City" contest, conducted in 22 cities which view the NBC-TV news and special events show each week, Mondays through Fridays.

Tinsley's winning letter, which earns him a free all-expense trip to New York and an appearance on "Today" where he will talk about his hometown, reads as follows:

"Why should 'Today' visit Houston? Because viewers of Dave Garroway's program have come to expect the new, the novel, the different, the informative. And Houston is a city of such contrasts. Cotton and the scent of magnolia blossoms, so reminiscent of the Old South, now share importance with oil, gas, and sulphur, dynamics of the New South. Skyscrapers cast shadows over range cattle fattening on the coastal prairie. Within the lifetime of men still living Houston has grown from a frontier town to a teeming metropolis, the brightest jewel in the golden bend of the industrial Gulf South."

The contest, sponsored by affiliated stations of the NBC-TV Network, was held in line with "Today's" new "See America" policy.

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The program, which has had week-long originations from Detroit and Miami Beach during the past few months, plans to continue visiting other American cities in the future, as well as increasing the number of "live remote" telecasts from cities all over the United States on the more limited daily basis.

Tinsley's winning letter on Houston brings that city before "Today" producers for prime consideration as one of the cities to be visited for a week by "Today." Judges felt that his letter best expressed the characteristics and attributes of his hometown.

"Today" is seen on NBC-TV, Monday through Friday from 7-9 a.m., EDT.

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NBC-New York, 6/21/55

is provided, which are now being distributed from the  
first issue during the last few years, there is another  
that has been added in the last issue, as well as increasing the  
"five times" reference from eight to ten the last issue  
is now limited daily basis.

Today's winning letter is from the first issue  
"Today" presents for the first time in the history of the  
series for a week of "Today". Today's first issue is  
approved the characteristics and attributes of the  
"Today" is found in the first issue, which is the  
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# TRADE NEWS

A SERVICE OF



June 21, 1955

## NBC NEWS SHIFTS CORRESPONDENTS AND ANNOUNCES STAFF CHANGES TO STRENGTHEN COVERAGE OF WORLD EVENTS

A series of transfers, designed to strengthen coverage throughout the world, was announced today by NBC News.

William R. McAndrew, NBC director of news, announced the transfer of five foreign correspondents and several changes in the domestic staff.

The moves are in line with a policy adopted by Davidson Taylor, NBC Vice President in charge of Public Affairs, and Mr. McAndrew to rotate foreign correspondents so that they may get rounded experience in more than one capital.

Following are the transfers:

Leif Eid is shifting to Paris from the Washington Bureau, where he has covered most of the major news stories and all capital events since 1941. Paris will be nothing new to Eid, though, since he was educated at the Sorbonne. He has also traveled extensively throughout Spain, Italy, Central Europe, the Netherlands, Britain, and Scandinavia.

Frank Bourgholtzer, another veteran of NBC News' Washington Bureau, is transferring from the Paris Bureau to Bonn. Bourgholtzer has kept the world posted on the state of everything from French

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## 2 - Shifts in News Department

Communism to French milk during his tenure in Paris but he still cherishes the day back in Washington when he got President Truman to play the piano while TV cameras toured the remodeled White House. He covered the Eisenhower campaign and the early months of the Eisenhower Administration.

Robert McCormick will move from Bonn to Washington, a post he covered immediately after World War II. During the war, McCormick covered the Pacific for NBC; he landed on Iwo Jima in a hospital plane and covered the Okinawa invasion. Before he went to Bonn, McCormick covered Paris.

Film Correspondent Robert Hecox will transfer from the Far East, with headquarters in Hong Kong, to the Mediterranean area, with headquarters in Rome. Hecox, who covered the war in Indo-China, has been in Formosa during much of the recent tension-filled months there and from this vantage point he covered the evacuation of the Tachen Islands. Hecox left the area to cover the Bandung Conference.

Film Correspondent Henry Toluzzi will swap with Hecox, shifting from Rome to Hong Kong. Toluzzi has already wandered far from his Rome headquarters in shooting newsfilm for NBC -- he's covered Mau Mau terrorism in Africa and riots in Trieste.

On the domestic side, Mr. McAndrew announced that John Rich, former Tokyo and Korea correspondent for NBC News who has been on a leave of absence as the recipient of the 1954 Council on Foreign Relations Fellowship, will be stationed at New York headquarters.

Other recent domestic changes have been made in line with a general policy of expanded news coverage. They were as follows:

(more)



### 3 - Shifts in News Department

John H. Thompson, former program director of NBC's San Francisco radio station KNBC, was appointed manager of news and special events, Pacific Division.

Chester E. Hagan was promoted from assistant manager of the central news desk in New York to manager of news and special events in Chicago.

Rex Goad moved up from network news editor in Washington to night news room supervisor in New York.

Henry Cassidy, former Moscow and Paris Correspondent, took over the WORLD NEWS ROUNDUP.

Bill Henry, the noted Los Angeles Times Columnist and official historian for the Olympic Games, was added to the staff of NBC News.

Chet Huntley, Peabody-Award winning news commentator who has covered assignments in Europe, Mexico, Canada and Indonesia, joined NBC News as a staff commentator on the West Coast.

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NBC-New York, 6/21/55



John J. Thompson, former assistant director of FBI's San Francisco office, was appointed manager of the FBI's new office in the San Francisco area.

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# TRADE NEWS

A SERVICE OF



June 21, 1955

## NBC DIRECTOR OF NEWS WILLIAM R. McANDREW TO OVERSEE COVERAGE OF BIG FOUR MEET IN GENEVA IN JULY

William R. McAndrew, Director of NBC News, and 11 of NBC's top-flight correspondents will proceed to Geneva next month to cover the Big Four "Meeting at the Summit" scheduled for July 18.

Mr. McAndrew will direct the coverage and, when the Big Four meet is over, will hold a series of conferences with his European bureau chiefs. He will also visit the London, Paris, and Bonn offices.

Romney Wheeler, chief London correspondent, will cover the British delegation at the summit meeting.

Frank Bourgholtzer will go from Paris to cover the French delegation.

Robert McCormick will go from Bonn to handle the German developments.

Ray Scherer and Bill Henry will travel from Washington to report on the activities of President Eisenhower and the United States delegation.

Commentators Merrill Mueller, Joseph C. Harsch and Henry J. Taylor will go to Geneva from this country to provide general coverage and analysis.

(more)



2 - Meeting at the Summit

Film Correspondent Bob Hecox, who is being transferred from the Hong Kong bureau to the Rome bureau, will arrive in time to cover the Big Four meet.

And film correspondents Alan Blowey of the London bureau and Gerhardt Stindt of the Bonn office will leave their respective posts to shoot the films of the historic event -- films that will be shown on the NBC-TV NEWS CARAVAN, TODAY, and on special news programs.

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NBC-New York, 6/21/55



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NBC RADIO NEWS

LAYMEN NOTED IN MANY FIELDS TO DISCUSS COMPATIBILITY OF  
MODERN SCIENCE AND RELIGION, ON NBC'S "CATHOLIC HOUR"

Catholic laymen distinguished in the fields of science, politics, industry and philosophy will consider the compatibility of modern-day science and religion in a series of five CATHOLIC HOUR broadcasts on NBC Radio starting Sunday, July 3 (2 p.m., EDT).

Representative Eugene J. McCarthy (D.-Minn.) will launch the series July 3 with a talk on political science. John Quincy Adams, president of Manhattan Refrigerator Company, New York City, and Union Terminal Cold Storage Company of New Jersey, will talk about automation, the "second industrial revolution," July 10. Dr. Karl Stern of the Department of Psychiatry, Ottawa General Hospital, Ottawa, Canada, will consider psychiatry and religion July 17.

Senator John O. Pastore (D.-R.I.), member of the Congressional Atomic Energy Committee, will talk about nuclear physics July 24. Anton Pegis, author, educator and philosopher, will close the series July 31. He will stress the need of philosophy to synthesize the findings of the various sciences, as requested by Pope Pius XII in a recent address to the Pontifical Academy of Sciences.

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NBC-New York, 6/21/55





# COLOR TELEVISION NEWS

A SERVICE OF



## NBC COLOR TELECAST SCHEDULE

(June 26 - July 2)

(NBC-TV Network including WRCA-TV)

### Monday, June 27

8:09-8:20 and 8:44-8:54 p.m., EDT -- on WIDE WIDE WORLD -- the telecast which will take the television audience back and forth across the face of the continent with origination points in three countries. Two color pick-ups -- both from the Carter Barron Amphitheatre in Washington, D.C. -- will present band concerts featuring Louis Armstrong and Woody Herman. Also all Ford and RCA commercials will be done in color.

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NBC-New York, 6/21/55





MARK STEVENS SIGNS FOR SECOND SEASON AS PRODUCER,  
DIRECTOR AND STAR OF 'BIG TOWN' SERIES

Announcement was made today that Mark Stevens, under terms of a new pact with Lever Brothers Co., will head up the BIG TOWN series for the second consecutive season. The films will be made by Mark Stevens Television Productions, Inc..

The new Fall series, which will be seen beginning Tuesday, October 11 (NBC-TV, 10:30 p.m., EDT) will go into production in approximately five weeks from now. This new time-spot becomes effective Tuesday, September 20. Until then "Big Town" will be seen Wednesdays (NBC-TV network except WRCA-TV, 10:30 p.m., EDT; WRCA-TV only, Mondays, 10:30 p.m., EDT).

Stevens will produce, direct and star in the "Big Town" series repeating the triple role he filled for the last 12 of the 39 productions of the 1954-55 season which were made by Gross-Krasne, Inc. Edward L. Riessen will be associate producer and Charles Goldstone will be general manager.

"Big Town" will continue to be sponsored on an alternate week basis by Lever Brothers Co. for Lifebuoy Soap, Rinso Blue and Good Luck Margarine through Sullivan, Stauffer, Colwell and Bayles, Inc., and by the A.C. Spark Plug Division of General Motors Corporation for Spark Plugs, through D.P. Brother and Co.

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MARK STEVENS STONE FOR SECOND SEASON AS PRODUCER,  
DIRECTOR AND STAFF OF "BIG TOWN" SERIES

Announcement was made today that Mark Stevens, under terms of a new pact with Laver Brothers Co., will head up the "BIG TOWN" series for the second consecutive season. The film will be made by Mark Stevens Television Productions, Inc..

The new Fall series, which will be seen beginning Tuesday, October 11 (WABC-TV, 10:30 p.m., EST) will go into production in approximately five weeks from now. This new time-space picture will be seen Tuesday, September 30. Until then "Big Town" will be seen Wednesdays (WABC-TV network except WJVA-TV, 10:30 p.m., EST; WJVA-TV, 10:30 p.m., EST).

Stevens will produce, direct and star in the "Big Town" series repeating the triple role he filled for the last 13 of the production of the 1954-55 season which were made by Gross-Kramer, Ward B. Nelson will be associate producer and Charles Robinson will be general manager.

"Big Town" will continue to be sponsored on an alternate week basis by Laver Brothers Co. for laboratory work, Rino Film and Good Luck Magazine through Sullivan, Steadman, Galloway and Taylor, Inc., and by the A.C. Spark Plug Division of General Motors Corporation for Spark Plug, through D.P. Bricker and Co.



# TRADE NEWS

A SERVICE OF



June 22, 1955

## 7TH SEASON OF NBC OPERA THEATRE TO BE HIGHLIGHTED BY PREMIERES OF WORKS BY FOSS AND HOLLINGSWORTH

- - -

Mozart, Tchaikovsky, Puccini and Menotti Operas on Schedule;  
Some Productions Will Be Telecast in Compatible Color

World premiere performances of two new American operas commissioned by the National Broadcasting Company will be highlights of the seventh season of the NBC Opera Theatre for 1955-56, it was announced today by Samuel Chotzinoff, producer of the series.

The season will open with "Griffelkin" by Lukas Foss -- the first of the two NBC commissioned works -- on Sunday, Oct. 30. The other new work, based on Balzac's story "La Grande Breteche" and composed by Stanley Hollingsworth, will be given in March.

Lukas Foss achieved wide recognition for his opera "The Jumping Frog." His orchestral and choral works have been widely performed in the U.S. and Europe. At present Foss is teaching at the University of California in Los Angeles. Hollingsworth's first opera, "The Mother," was produced in his hometown, Philadelphia, this Spring with great success. He was a pupil of Gian-Carlo Menotti, who recommended him to NBC.

Another major offering in the season's schedule will be Mozart's masterpiece "The Magic Flute" in a new English version by

(more)





W.H. Auden and Chester Kallman, commissioned also by NBC. This will be given on Jan. 15 in observance of the bicentennial of Mozart's birth.

The season's finale will be another major undertaking: Tchaikovsky's "Eugen Onegin" in a new English translation by George and Phyllis Mead, commissioned by NBC.

The November opera will be Puccini's beloved "Madam Butterfly" and in December the sixth presentation of Gian-Carlo Menotti's Christmas classic "Amahl and the Night Visitors," originally commissioned by NBC, will be given.

Peter Herman Adler, music and artistic director of the NBC Opera Theatre, promises many outstanding casts with some of the singers heard in past seasons on NBC as well as several exciting newcomers.

As in previous series several of the operas will be telecast in compatible color.

The team that produced NBC's operas in the past remains intact with Samuel Chotzinoff as producer, Peter Herman Adler as music and artistic director, Kirk Browning as director and Charles Polacheck as associate producer.

Following is the schedule:

Oct. 30.....	Griffelkin
Nov. 27.....	Madam Butterfly
Dec. 25.....	Amahl and the Night Visitors
Jan. 15.....	The Magic Flute
March 25.....	La Grande Breteche
April 29.....	Eugen Onegin

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# TRADE NEWS

A SERVICE OF



June 22, 1955

'WIDE WIDE WORLD' BLAZING ALL SORTS OF ELECTRONIC TRAILS

- - -

Facts and Figures on Mammoth Show Covering 3 Nations  
Of North America; Some Segments to Be in Color

When WIDE WIDE WORLD makes its debut on Monday, June 27  
(NBC-TV, 8-9:30 p.m., EDT) all sorts of electronic trails will be  
blazed.

First off, this program will pick up live segments in  
Canada, the United States and Mexico -- the first program to do so --  
and is reaching the existing limits of television on this continent.

The only network color mobile unit in the world will be  
pressed into service to bring the Washington, D.C., Festival of Jazz  
to viewers in compatible color. In addition, all commercials will  
be telecast in color (the color segments will be seen on standard  
sets in black and white).

"Wide Wide World" will cover a total of 32,000 miles -- a  
distance equal to the circumnavigation of the earth one and one-third  
times.

Some 10,000 miles of coordinated telephone lines are being  
utilized -- including an elaborate communications system set up in

(more)





addition to the audio and video lines just so the directors and technicians can coordinate the multiple pickups.

More than 1,000 performers and technicians are involved -- and the total includes 250 engineers, 15 directors and four producers.

Equipment valued at \$25,000,000 will be used.

Twelve remote television units and 40 cameras will be used to bring in 15 pickups -- the greatest number ever attempted on one program.

The live pickup of skiing on Mount Hood, Ore., is a "first" with live pictures being micro-waved from the 5,000-foot level -- it has never been tried before because of the inaccessibility of the ski slope.

In the main control point -- Studio 5-H in Radio City, New York, -- 10 monitors will be used for "previewing" and switching to the many pickup points.

The system whereby the pickups from such diverse points as Oregon, Mexico, Washington (D.C.) and Canada are filtered into New York along a microwave transcontinental relay of the Bell System is an absorbingly intricate one. All the West Coast pickups proceed first to Hollywood and are then sent via Chicago to New York, with Chicago also transmitting the intermittent pickups from Salt Lake City, Denver, Des Moines and Chicago itself. The pictures from Canada, Washington and, of course, New York are fed directly to New York where the entire program is transmitted over the network.

(more)



3 - 'Wide Wide World'

And so that each pickup can be "viewed" before being switched into the network, each one is transmitted to the network control center and "previewed" there by the master controllers before the ensuing minutes of that scene are released to the viewer in his living room.

Edwin Wilbur, NBC-TV technical operations supervisor, is the man in charge of all these complexities.

"Wide Wide World" is presented by NBC Special Events. Barry Wood is executive producer and Fred Rickey is producer. Dave Garroway will narrate.

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NBC-New York, 6/22/55

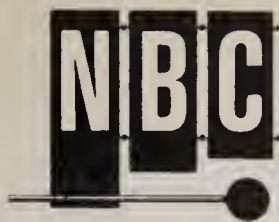


And so first each group can be "viewed" before being  
switched into the network, each one as transmitted to the network  
control center and "processed" there by the master control unit into  
the running minutes of time scenes and referred to the viewer in his  
living room.

Bruce Wilson, WBO-TV technical operations supervisor, is  
the man in charge of all these operations.  
"Wide Wild World" is presented by WBO Special Events. It  
is an executive producer and Fred Richey is producer. Dave Martin  
will narrate.

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WBO-TV, 6/22/72



# TRADE NEWS

A SERVICE OF



June 22, 1955

## TOP NAMES IN POPULAR MUSIC ON NBC RADIO'S NEW "TED HEATH" AND "STARS IN ACTION" PROGRAMS

Two half hour programs of popular music will start on the NBC Radio Network Friday, July 1: TED HEATH AND HIS MUSIC (10 p.m., EDT) and STARS IN ACTION (network except WRCA, 10:30 p.m., EDT).

Ted Heath and his Orchestra are popular attractions in England. The programs were especially prepared for NBC by Heath and the BBC.

"Stars in Action" will be presented in co-operation with the National Guard. It will feature some of the nation's top music makers: Sauter-Finegan, Ray Anthony, Woody Herman, Patti Page, Joan Weber, Betty Madigan, Les Elgart, Ralph Marterie, Tommy Dorsey, Jimmy Dorsey, Ralph Flannagan, Georgia Gibbs and Les Paul and Mary Ford. Each broadcast will be designed so local stations can make National Guard announcements.

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AN NBC-TV AND RADIO PROGRAM

KRISHNA MENON, INDIA'S UN DELEGATE, ON "AMERICAN FORUM"

V.K. Krishna Menon, Nehru's personal Ambassador and India's official delegate to the United Nations, will be the guest on AMERICAN FORUM Sunday, June 26, in a special program originating in San Francisco presented both by Theodore Granik and the Overseas Press Club of America.

Capt. Harold Fischer, one of the four fliers just released by the Chinese Communists, has been invited to appear on the program and will do so if he reaches San Francisco in time.

This special program, second in the O.P.C.'s "International Spotlight" series, will feature Pauline Frederick, NBC News' UN commentator, as the moderator.

"American Forum" is presented on the NBC Network. It is seen on television at 3:30 p.m., EDT, and is heard on the new MONITOR radio program at 10:30 p.m., EDT.

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NBC-New York, 6/22/55



WILLIAM STONE, DIRECTOR OF THE CITY AND MIND PROGRAM

V. E. KENNEDY, DIRECTOR OF THE CITY AND MIND PROGRAM

...will be the first of a series of ...  
...in a special session ...  
...an ...

...the ...  
...and will be ...

This ...  
...commentary, ...

"...is ...  
...and is ...

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NEWS NOTES

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From NBC Owned Stations and NBC Spot Sales

While many of their fellow artists of NBC network shows are taking Summer leave, stars of local programs at the NBC Owned Stations for the most part are remaining in front of cameras and microphones, according to a survey.

Network programs currently are in the midst of the annual huge turnover, but most local artists are staying put. They get vacations, too, but on a sporadic basis, and of varying length. The result is a year-round continuity, even if the star does call in a replacement for a couple of weeks.

"Hiatus is only a word that's hard to spell as far as the hard-working local talent on stations WNBQ-WMAQ, Chicago, are concerned," says a dispatch from that NBC Owned Station.

Artists such as Dorsey Connors and weatherman Clint Youle, both important fixtures at the Chicago stations, appear 11 times a week each about 50 weeks out of the year. A Summer hiatus, if any, amounts to an occasional long weekend rather than an eight-weeks or 13-weeks vacation. Full dress vacations -- of two or three weeks duration -- usually are reserved for a Winter's retreat Southward from Chicago's cold.

At KRCA, Los Angeles, where the stars have no reason to save vacations until the Winter season, there is still a year-round quality to the programming. This Summer, for example, the principal changes are the new Dick Contino show and a remote telecast from a ballroom in Balboa Island, both brought about by routine revisions in the program schedule rather than by hiatus requirements.

(more)





The story is the same at the other NBC Owned stations -- at WRCA and WRCA-TV in New York; WRC and WRC-TV in Washington; WNBK and WTAM in Cleveland; and KNBC in San Francisco.

In the words of James E. Kovach, director of programs at WRC and WRC-TV, changes of programs and talent may be made at any time of the year and are not dependent on Summer month "try-outs."

There is one notable characteristic about certain programs at all the NBC Owned stations, however: Many have moved outdoors.

WRCA and WRCA-TV currently are giving emphasis to "Summer Living," a programming and sales "supplement" which was launched with a broadcast of opening day at New York City's "Summer Festival."

In the regular programs in New York, personalities who personify the "outdoor approach" will be especially welcomed for guest appearances.

Similarly, the Chicago stations are emphasizing the outdoors. An eight-week series of on-camera swimming lessons is being featured on the Bob and Kay variety show. And a half-hour live coverage on television of a golf tournament played at Chicago's Tam O'Shanter Country Club replaced a session of championship bowling. The regular Saturday night bowling program remained untouched, however. Like many artists, some sporting events are positive "musts," month in and month out.

O O O

The increasingly familiar audio trademark of MONITOR, the undulating beep, is heard only during the 40 hours during the weekend that the NBC Radio service is broadcasting. But around the halls of NBC, it is heard continually.

(more)



The story is the same at the time and place as before --  
WABC and WABC-TV in New York; WNC and WNC-TV in Washington, D.C.;  
WABC in Cleveland; and WNC in San Francisco.

In the words of James H. Kessler, director of programs at  
WNC and WNC-TV, changes of programs and ratings are made at the  
of the year and are not dependent on summer months.

There is one notable characteristic about certain programs  
on all the WNC owned stations, however: They have moved outdoors  
WABC and WABC-TV currently are giving programs to WNC.

Living, a program and series "equipment" which was formerly  
a program of opening day at New York City's "Summer Festival".  
In the regular programs in New York, however, there are

personally, the "outdoor approach" will be especially welcome for  
guest appearances.  
Similarly, the Chicago stations are expected to have

A number of series of programs existing between the two  
on the 30 and 40 minute show. And a half-hour live program  
celebration of a golf tournament played at Chicago's Oak Brook

Country Club which is a season of championship golf. The two  
Saturday night boxing program remained unchanged, however. Also  
Friday, some exciting events are possible which, again, are

month end.

### CONCLUSION

The industry's financial results showed a significant increase in  
revenues, but it was only during the 40 years that the work  
that the NBO Radio Service is providing. But around the world

WNC is to be used extensively.

A sight and sound billboard for MONITOR has been erected just outside Room 314, headquarters of Station WRCA, New York. Every two minutes, an automatically-timed mechanism spills out the MONITOR sound for 30 seconds.

The billboard was set up by Max E. Buck, director of advertising, promotion and merchandising for WRCA and WRCA-TV.

O O O

For a program about bullfighting, Allen House, who analyzes news at 11 a.m. on Sundays on WNBK, Cleveland, Ohio, had only to turn to a fellow employee at the NBC Owned Station.

He found Bill McCaw, Jr., who fought bulls in Spain as a hobby. McCaw learned the art during several trips to Spain as a student and tourist. He is a staff associate director at WNBK.

O O O

Stations WRCA and WRCA-TV, New York City, are actively joining in the effort of the New York City Transit Authority to make the city's subway stations safer. The broadcasting stations will put on a campaign, through editorial mentions and interviews on programs, and also with spot announcements, urging subway riders to ask for copies of the subway schedules which are available at change booths.

The Transit Authority will feature WRCA and WRCA-TV personalities in the 5,000,000 schedules which will be published and distributed each month.

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NBC-New York, 6/22/55

A letter was received from the Honorable Earl Russell on the 10th inst. in which he stated that he had been asked by the Honorable Earl Russell to attend the meeting of the Committee on the 11th inst. and that he had agreed to do so.

The Committee met on the 11th inst. and the Honorable Earl Russell was present. The Committee discussed the proposed amendments to the Bill and decided to recommend the Bill as amended.

# REPORT

The Committee has the honor to acknowledge the receipt of the letter from the Honorable Earl Russell on the 10th inst. and to inform him that the Committee has met on the 11th inst. and has discussed the proposed amendments to the Bill. The Committee has decided to recommend the Bill as amended and has agreed to report the result of its deliberations to the House of Commons on the 12th inst.

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# TRADE NEWS

A SERVICE OF



June 23, 1955

\$2,000,000 WEEK ANNOUNCED FOR NBC-TV'S "TODAY," "HOME" AND  
"TONIGHT" IS LARGEST WEEK IN HISTORY OF THE PROGRAMS

A record-breaking \$2,000,000 in gross billings during the week ending June 17 was announced today for NBC-TV's TODAY, HOME and TONIGHT programs by Roy Porteous, Sales Manager of Participating Programs for the National Broadcasting Company. The \$2,000,000 figure represents the all-time high week in the programs' history.

Advertisers ordering unusually large participation schedule during the June 17 week included: Del Monte (California Packing Co.) Roto Broil, the Glidden Co. for its Paint Division, Calgon (water conditioner), the Gruen Watch Co., George Washington Coffee and the General Time Corp. for its Westclox products.

These advertisers purchased a total of 331 participations on "Today," "Home" and "Tonight."

Del Monte, in one of the largest single orders ever booked by NBC's Participating Programs, purchased 93 participations. For the first time in 31 years, Del Monte will not utilize magazines to present its annual "Western Roundup" food promotion this Fall, but instead will use NBC-TV's T-H-T. McCann-Erickson is the advertising agency for Del Monte.

The Roto Broil Corp. of America for its Roto Broil "400" has purchased 52 participations on T-H-T in what is believed to be the

(more)





## 2 - T-H-T Participations

largest buy yet on T-H-T by a single appliance dealer. Product Services, Inc., is the advertising agency for Roto Broil.

The Glidden Co. has bought 52 participations on "Today" and "Home," and Westclox has renewed its 26 announcement schedule on the late-evening "Tonight." Meldrum & Fewsmith is the agency for Glidden, and Batten, Barton, Durstine & Osborn, Inc., is the agency for Westclox.

Contributing heavily to the record-breaking sales week on T-H-T was the programs' Summer Incentive Plan, whereby advertisers may save up to 34.6 per cent with purchases on any combination of "Today," "Home" and "Tonight." Both G. Washington Coffee and Roto Broil purchased schedules under the Summer Plan.

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NBC-New York, 6/23/55





# TRADE NEWS

A SERVICE OF



June 23, 1955

NBC RADIO'S EXCLUSIVE BROADCAST OF MARCIANO-COCKELL FIGHT  
IS NO. 1 SHOW IN NATION ACCORDING TO LATEST NIELSEN

- - -

NBC Radio Also Heads All Other Networks in Average Evening  
Audience; Has 6 of Top 10 Evening Programs And  
4 out of 5 Multi-Evening Shows

The No. 1 radio program in the nation was NBC Radio's  
exclusive broadcast of the Rocky Marciano-Don Cockell heavyweight  
title championship bout on Monday, May 16 (11-11:45 p.m., EDT),  
according to the latest Nielsen Radio Index. The second May, 1955  
Nielsen report covers the period for the two weeks ending May 21.

The Marciano-Cockell fight received an 18.1 Nielsen rating,  
reached 8,300,000 homes and had a 91.8 per cent share of the nation's  
radio audience. The broadcast of the title fight was presented under  
the sponsorship of the Gillette Safety Razor Co.

NBC Radio also leads all other networks in average evening  
audience, according to Nielsen, with a 38.1 per cent lead over the  
second network on an average-per-minute rating basis for all evening  
sponsored programs (6 p.m., EDT, and after).

(more)





## 2 - Radio Nielsen Report

The current Nielsen report also shows that NBC Radio has 6 out of the top 10 evening once-a-week shows. With the Marciano-Cockell fight No. 1, other NBC Radio shows in the top 10 are "Lux Radio Theatre," "People Are Funny" (Paper Mate), "Dragnet," "You Bet Your Life," and "People Are Funny" (Toni).

In addition, the Nielsen survey revealed that NBC had 4 of the top 5 multi-weekly evening programs. They are "One Man's Family," which was No. 1, "The Great Gildersleeve," "News of the World," and "Fibber McGee and Molly."

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NBC-New York, 6/23/55

The current station report also shows that KABC has  
at of the top 10 evening once-a-week show. With the station  
of the top 10, other KABC shows in the top 10 are "The  
Radio Theatre", "People Are Funny" (later date), "The  
Top Life", and "People Are Funny" (later).  
In addition, the station survey revealed that the top 10  
the top 5 multi-weekly evening programs. The top 5 radio family  
show was No. 1, "The Great Gildersleeve", "How to Succeed in  
Business and Life".

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KABC-Haw NWA, 5/25/52



# TRADE NEWS

A SERVICE OF



June 23, 1955

ALBERT McCLEERY'S "CAMEO THEATRE" STARTS NEW

8-WEEK RUN ON NBC-TV SUNDAY, JULY 3

- - -

Series to Be Under Alternate Sponsorship of Procter and Gamble,  
And International Cellucotton Products

Albert McCleery, a pioneer in arena-style techniques in the legitimate theatre and who introduced similar methods in television, will bring back his CAMEO THEATRE Sunday, July 3 (NBC-TV, 10-10:30 p.m., EDT) for an eight-week season.

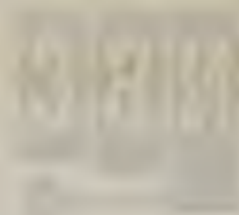
McCleery, who introduced "Cameo Theatre" in 1950 over NBC-TV and has brought it back several times since then, will serve in a dual capacity as producer-director, as he has done in the past. His most recent assignment, also in the double role, has been with the NBC-TV "Hallmark Hall of Fame."

He describes his technique as "the destruction of the proscenium arch." By breaking away from the "tyranny" of this arbitrary stage frame, dynamic McCleery believes far more fluidity of camera and performer can be attained.

"Don't think the movies aren't under this tyranny too," McCleery points out. "Movie directors think of little boxes as if God were looking through a window. Why can't God look through walls? Or anything else? But occasionally there is a director who doesn't think in terms of little boxes and he makes a great picture."

(more)





ALBERT EINSTEIN, "THEORY OF SPECIAL RELATIVITY,"  
1905, WITH THE ORIGIN OF SPECIAL RELATIVITY

EXPLANATION OF THE THEORY OF SPECIAL RELATIVITY  
AND ITS APPLICATIONS TO PHYSICS

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AND ITS APPLICATIONS TO PHYSICS

EXPLANATION OF THE THEORY OF SPECIAL RELATIVITY  
AND ITS APPLICATIONS TO PHYSICS

Just as the theatre-in-the-round, with which he began experimenting 20 years ago, fills the need for more flexibility for the legitimate stage, so do the same techniques release video drama from unnecessary strictures, McCleery believes. He photographs his actors from many angles, takes the viewers anywhere their imaginations provide and uses no scenery, very few props.

The producer-director pointed out: "One week, for instance, we used only a rocking chair, a coffee cup, a stiletto and an American flag. Scenery doesn't mean too much unless you have a 24-foot screen on which to project it.

"The stage teaches actors to speak; the movies teach them to think with their eyes and their faces for closeups. I try to combine the best of both methods."

McCleery is a veteran at presenting Shakespeare on TV with "Romeo and Juliet," "Richard II," "Richard III," and "Hamlet." Other memorable productions with the McCleery touch included "The Lottery," "Peer Gynt," "Time and the River" and "Moby Dick."

The program will be sponsored on an alternate week basis by Procter and Gamble for Lilt and Prell through Biow-Beirn-Toigo, Inc., and International Cellucotton Products for Kleenex Tissue and other products, through Foote, Cone and Belding. The program will originate live from Hollywood.

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NBC-New York, 6/23/55

Just as the theatre-in-the-round, with which he began experimenting 30 years ago, Ellis has used for more flexibility for a legitimate stage, so the same techniques release video drama from unnecessary straitness, Mollery believes. He photographs his actors from many angles, takes the viewers anywhere their imagination provide and uses no scenery, very few props.

The producer-director pointed out: "One week, for instance, a used only a rocking chair, a coffee cup, a toilet and an armchair. Scenery doesn't mean too much when you have a 30-foot screen on which to project it."

"The stage teaches actors to speak; the movies teach them to think with their eyes and their faces for expression. I try to combine the best of both methods."

Mollery is a veteran at presenting Shakespeare on TV with Romeo and Juliet, "Richard III," "Richard II," and "Hamlet." Other notable productions with the Mollery touch included "The Taming of the Shrew," "Time and the River" and "Happy Days."

The program will be sponsored on an alternate week basis by Foster and Gable for Life and will travel through New York, Los Angeles and International Collection. The program will originate from Hollywood.

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# TRADE NEWS

A SERVICE OF



June 23, 1955

'HIGHLIGHTS OF THE WEEK IN THE WORLD OF SPORT'

STARTS SUMMER RUN FRIDAY NIGHTS ON NBC-TV

- - -

July-August Series, Sponsored by Gillette, Has Time-Spot of Fights, But

'Cavalcade of Sports' Will Present July 16 Robinson-Castellani Match

HIGHLIGHTS OF THE WEEK IN THE WORLD OF SPORTS, a Gillette

"Cavalcade of Sports" presentation, will be a regular Friday night feature (10-10:30 p.m., EDT) on the NBC-TV network from July 1 through Aug. 26.

This filmed series will replace the Gillette boxing telecasts each Friday evening throughout the Summer, with one exception. On Friday, July 15, the "Cavalcade of Sports" will cover on both NBC-TV and NBC Radio the Ray Robinson-Rocky Castellani middleweight bout in San Francisco's Cow Palace.

The Gillette Summer sports-reel will offer viewers sports highlights from crucial major league baseball games to the top horse race of the week, as well as interviews with outstanding sports names and special features.

Lindsey Nelson, Radcliff Hall, Ray Barrett, Fred Capossela, and Bob Wilson are among the commentators who will be heard regularly on the series, which will be directed by Jack Dillon and written by Dennis Dalton.

Maxon, Inc. is the agency for Gillette.

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the series, which will be directed by John Dahl and will be

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# TRADE NEWS

A SERVICE OF



June 23, 1955

## 'IT PAYS TO BE MARRIED' COMES TO TELEVISION ON MONDAY-THROUGH-FRIDAY NBC SCHEDULE

### PREMIERE

Bill Goodwin will emcee the new televersion of IT PAYS TO BE MARRIED, an audience participation show for couples, when it makes its debut on NBC-TV Monday, July 4. The new series will be presented Mondays through Fridays, 3:30-4 p.m., EDT, replacing two NBC Daydramas, THE GREATEST GIFT, 3:30-3:45 p.m. and CONCERNING MISS MARLOWE, 3:45-4 p.m., EDT.

The show will feature interviews with "Mr. and Mrs. America," telling the human interest stories of their married lives, together with humor and pathos. Bill Goodwin will conduct the interviews so as to project the personalities of the participants, bringing out those facts of their lives which will be "of most interest to the greatest number" of viewers.

Following the interviews, each couple will engage in a novel contest for prizes. One feature of the contest is that they can't lose, they have to win something (proving that "It Pays To Be Married").

(more)



2 - 'It Pays to Be Married'

Husbands and wives are quizzed separately, and each is racing the clock. They must answer within 15 seconds, with a premium for the couple taking the lowest number of seconds.

Correct answers win merchandise and cash prizes, including home freezers and furniture. Even those who fail to answer are awarded consolation prizes.

The couple answering in the shortest time gets a crack at the jackpot, the value of which builds up from week to week if it remains unanswered.

Time segments on the show have been bought by Procter and Gamble.

A James L. Saphier Agency production, the show will be produced and directed by Stefan Hatots in Hollywood.

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NBC-New York, 6/23/55





NBC-BARNARD COLLEGE SUMMER RADIO-TV INSTITUTE ATTRACTS  
STUDENTS FROM WIDE VARIETY OF GEOGRAPHICAL POINTS

Four students from Australia, two from Canada and one from Puerto Rico will be among the 45 attending the fifth annual NBC-Barnard College Summer Institute of Radio and Television, opening in New York June 27.

Eighteen states of the Union are represented among the registrants, including 15 from New York and two each from Ohio, North Carolina, Connecticut, New Jersey, Pennsylvania, and Tennessee. One each comes from Alabama, Maryland, Mississippi, Georgia, South Carolina, Indiana, Massachusetts, Iowa, Kansas, Missouri and Louisiana. In addition, there are seven part-time students from New York, one from Missouri, one from Connecticut.

The Institute, offering a program of six courses, provides professional training for men and women preparing to enter commercial or educational TV and radio. Classes, taught by NBC personnel, will run through Aug. 5.

-----O-----

NBC-New York, 6/23/55

WBC-BARNARD COLLEGE SUMMER RADIO-TV INSTITUTE ATtracts

STUDENTS FROM WIDE VARIETY OF GEOGRAPHICAL POINTS

Four students from Louisiana, two from Canada and one from Puerto Rico will be among the 40 attending the fifth annual WBC-Barnard College Summer Institute of Radio and Television, opening in New York June 27.

Eighteen states of the Union are represented among the registrants, including 15 from New York and two each from Ohio, North Carolina, Connecticut, New Jersey, Pennsylvania, and Tennessee. One each comes from Alabama, Maryland, Mississippi, Georgia, South Carolina, Indiana, Massachusetts, Iowa, Kansas, Missouri and Louisiana. In addition, there are seven part-time students from New York, one from Missouri, and from Connecticut. The Institute, offering a program of six courses, provides professional training for men and women preparing to enter commercial or educational TV and radio. Classes, taught by WBC personnel, will run through Aug. 2.

June 23, 1955

DR. FRANCES HORWICH OFFERS COUNSEL TO PARENTS  
IN TALKS ON JUVENILE DELINQUENCY DURING  
'DING DONG SCHOOL' PROGRAM

There's a close relationship between the juvenile delinquency so much in today's headlines and what happens between parents and the child before the child is six.

This is the view of Dr. Frances Horwich, the "Miss Frances" of NBC Television's DING DONG SCHOOL, who is starting a series of talks to parents on juvenile delinquency as a regular part of the program. The counsel will continue two or three times a week through July.

A nationally recognized authority on early childhood education, Dr. Horwich will try to help parents become aware of what is happening between them and their children and to help them take a self-inventory of their relationship.

In the closing minutes of "Ding Dong School," Dr. Horwich regularly asks her pre-school viewers, most of them between three and five, to bring their parents to the TV set to hear some for-parents-only remarks.

"Ding Dong School" is telecast Mondays through Fridays from 10 to 10:30 a.m., EDT.

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June 23, 1971

DR. FRANCIS HORTON OFFERS COUNSEL TO PARENTS  
IN TALKS ON JUVENILE DELINQUENCY TUNING  
'DING DONG SCHOOL' PROGRAM

There's a close relationship between the juvenile delinquency so much in today's headlines and what happens between parents and the child before the child is six.

This is the view of Dr. Francis Horton, the "Ding Dong School" television's DING DONG SCHOOL, who is starting a series of talks to parents on juvenile delinquency as a regular part of the program. The counsel will continue two or three times a week into July.

A nationally recognized authority on early childhood education, Dr. Horton will try to help parents become aware of the relationship between them and their children and to help them take self-inventory of their relationship.

In the closing minutes of "Ding Dong School," Dr. Horton regularly calls her pre-school viewers, most of them between four and five, to find their parents on the TV and to help them "see" their only resource.

"Ding Dong School" is broadcast Mondays through Fridays from 10 to 10:30 a.m., EDT.

TEN TOP 'CAPTAIN GALLANT' PROGRAMS  
TO GET ENCORE SUMMER PRESENTATION

Ten of the top CAPTAIN GALLANT OF THE FOREIGN LEGION episodes will be presented in a special Summer series of repeat performances starting Sunday, July 3 (NBC-TV, 5:30 p.m., EDT).

The popular desert adventure series stars former Olympic swimming champion Buster Crabbe in the title role, with his 10-year-old son, Cuffy, and veteran comedy actor Fuzzy Knight featured in the cast. "Captain Gallant" was filmed in North Africa with the cooperation of the French Foreign Legion. The program is sponsored by H.J. Heinz Co., through Maxon, Inc.

In the Summer series kickoff July 3, Captain Gallant thwarts a bandit plot to assassinate a French general who has come to sign a treaty with the border tribes. Gallant captures the bandit gang after a chase through the Pasha's palace, where the general is a guest.

Other episodes in the Summer schedule follow:

July 10 -- "Veils of Death."  
July 17 -- "Firepower."  
July 24 -- "The Camel Race."  
July 31 -- "Tala's Secret."  
Aug. 7 -- "Esprit de Corps."  
Aug. 14 -- "Carnival in Zagora."  
Aug. 21 -- "Twenty Fathoms Under the Desert."  
Aug. 28 -- "Strange Sanctuary."  
Sept. 4 -- "The Prayer Rug."

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# TO GET ENCORE SUMMER PRESENTATION TEN TOP 'CAPTAIN GALLANT' PROGRAMS

Ten of the top CAPTAIN GALLANT OF THE FOREIGN LEGION episodes will be presented in a special summer series of repeat performances starting Sunday, July 3 (WFO-TV, 5:30 p.m., EDT). The popular series adventure series stars former Olympic swimming champion Ernest Hemingway in the title role, with his 10-year-old son, Billy, and veteran comedy actor Frank Knight featured in the cast. "Captain Gallant" was filmed in North Africa with the cooperation of the French Foreign Legion. The program is sponsored by H.J. Heinz Co., through Maxco, Inc.

In the summer series which starts July 3, Captain Gallant follows a bandit plot to assassinate a French general who has come to sign a treaty with the border tribes. Gallant catches the bandit gang after a chase through the Pasha's palace, where the general is a guest.

Other episodes in the summer schedule follow:

Sept. 4	--	"The Prayer Rug"
Aug. 28	--	"Strange Sanctuary"
Aug. 21	--	"Twenty Fatigue Under the Desert"
Aug. 14	--	"Carnival in Sahara"
Aug. 7	--	"Fossil in Sahara"
July 31	--	"Tah's Secret"
July 24	--	"The Camel Race"
July 17	--	"Hiccup"
July 10	--	"Vill of Death"



2 NOTED MEN OF LETTERS, MARK VAN DOREN AND MAURICE SAMUEL,  
TO OFFER 10 DIALOGUES IN 'ETERNAL LIGHT' SUMMER SERIES

- - -

'Words We Live By' Will Have References to Bible,  
Literature and History

Two noted American men of letters -- Mark van Doren, poet, critic and Columbia University professor of English, and Maurice Samuel, author and lecturer -- will offer a cycle of 10 dialogues on the Prophets in an ETERNAL LIGHT Summer series, "The Words We Live By," on NBC Radio starting Sunday, July 3 (12:30 p.m., EDT).

Though stemming from the Bible, the dialogues will not be confined strictly to it; there will be a wide variety of reference to other literature and history. Conversation, completely unrehearsed, will not be divided topically week by week, but will deal with some of these questions: What is the nature of prophecy? What kind of training did the Prophets receive? Were they practical men? What was the effect of their teaching on the people and rulers of Israel?

The Summer series, produced in cooperation with the Jewish Theological Seminary of America, will run through Sept. 4. The regular "Eternal Light" dramatic series will resume Sept. 11. "Eternal Light" is broadcast as part of MONITOR.

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A NOTED MAN OF LETTERS, MARK VAN BORN AND MANUEL SAMUEL,  
TO OFFER TO DISCUSS IN 'ETERNAL LIGHT' SUMMER SERIES

'Words We Live By' Will Have References to Bible,

Literature and History

Two noted American men of letters -- Mark van Born, poet,  
and Manuel Samuel, author and lecturer -- will offer a series of 10 dialogues  
the prophets in an 'ETERNAL LIGHT' Summer series. 'The Words We Live  
By,' on NBC Radio starting Sunday, July 2 (12:30 P.M., EDT).

Though stemming from the Bible, the dialogues will not be  
confined strictly to it; there will be a wide variety of references  
other literature and history. Conversation, completely unscripted,  
will not be divided logically week by week, but will deal with some  
of these questions: What is the nature of prophecy? What kind of  
training did the prophets receive? Were they practical men? What  
was the effect of their teaching on the people and rulers of Israel?  
The Summer series, produced in cooperation with the Jewish  
Theological Seminary of America, will run through Sept. 4. The  
regular 'Eternal Light' dramatic series will resume Sept. 11.  
'Eternal Light' is broadcast at 10:30 P.M.

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# TRADE NEWS

A SERVICE OF



June 23, 1955

"LAST YEAR'S SNOW," AN EVENTUAL COLUMBIA PICTURES' FEATURE, WILL BE  
DRAMATIZED ON FIRST SUMMER "LUX VIDEO THEATRE" TELECAST

- - -

## 13 Programs to Be Based on Upcoming Films Of Major Hollywood Movie Companies

"Last Year's Snow" will be the first of the "not-yet-produced" motion picture stories to be adapted for preview on the first of the Summer series of LUX VIDEO THEATRE Thursday, June 30 (NBC-TV, 10-11 p.m., EDT). The play will eventually be a Columbia Pictures release.

Steve Brodie as Joe, Constance Ford as Mary and Paul Langton as Pete will play the leading roles in this adaptation of a novel by Don Tracy.

The plot centers around the solution of a murder which takes place in a hunting lodge near the Canadian border. Suspects include Marty, widow of the dead man; her ex-husband, Pete, and his partner in ownership of the lodge, Joe. The fact that they all know Pete is an embezzler and that Marty is making a play for Joe, is an additional complication. A local trapper and the cook at the lodge also might have motives for murder.

This play launches the 13-week Summer series of "Lux Video Theatre" which will feature stories owned by motion picture companies and destined for future production by them. Film studios cooperating in this novel enterprise include Columbia, Paramount, Allied Artists and James Mason Productions.

The Summer series host is Ken Carpenter.

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JOHN B. LANIGAN NAMED TO NEW POST OF NBC-TV DAYTIME SALES MANAGER,  
WITH JOHN DODGE SUCCEEDING AS EASTERN SALES MANAGER

Two promotions in NBC-TV's Network Sales Department were announced today by Matthew J. Culligan, national sales manager of the National Broadcasting Company's television network.

John B. Lanigan has been appointed to the new post of Day-time Sales Manager of the television network. In his new capacity, Mr. Lanigan will concentrate his activities on children's programming and daytime television. In addition, he will be in charge of sales activities relating to sports and special events.

John Dodge will succeed Mr. Lanigan in the post of Eastern Sales Manager. Both Mr. Lanigan and Mr. Dodge will report directly to Mr. Culligan.

"These promotions," Mr. Culligan said, "are being effected in recognition of the fact that our Sales Department has two widely different sales functions -- account supervision and new business. With NBC's nighttime television a near sell-out, additional emphasis will be placed on the sales of special types of programming, mainly that for unusually responsive, selective audiences in other than Class A time."

Mr. Lanigan has been Eastern Sales Manager of NBC-TV since November, 1952. Before that he was vice president in charge of television sales for the American Broadcasting Company. He was a consumer advertising specialist with Time Magazine from 1948 to 1951, and also served for six years with Good Housekeeping Magazine, where

(more)



JOHN F. LAMON WANTED TO NEW POST OF ABC-TV DAYTIME SALES MANAGER  
WITH JOHN BOONE SUCCEEDING AS LATELY SALES MANAGER

The transition in WFO-TV's management will be completed by  
announced today by William J. Sullivan, national sales manager of  
National Broadcasting Company's television network.  
John F. Lamon has been appointed as the new head of the  
daytime division of the television network. In his new capacity,  
Mr. Lamon will coordinate the network's daytime programming  
and daytime advertising. In addition, he will be in charge of all  
television programming in sports and special events.

From 1964 will succeed Mr. Lamon in the post of  
Sales Manager. Both Mr. Lamon and Mr. Boone will report directly  
to Sullivan.

"These promotions," Mr. Sullivan said, "are being made  
in recognition of the fact that the sales department has been  
instrumental in the network's success in the past few years.  
The ABC television network is now well known and well loved  
and will be placed on the level of other top television networks.  
The new management team will continue to work hard to make  
the ABC television network the most successful in the country."

For Lamon, who has been National Sales Manager of WFO-TV since  
November, 1962, Lamon said he was pleased to be in charge of  
television sales for the network. Sullivan said, "It has been  
a pleasure working with the Lamon family since they joined the  
network. For the years will not be forgetting Lamon's

2 - John B. Lanigan

he was manager of the Detroit Sales Office from 1941 to 1943. A graduate of the University of Wisconsin, he and his family live in Irvington, N.Y.

Mr. Dodge entered broadcasting in 1934 as a salesman for WRC-WMAL in Washington, D.C. In 1937 he became sales manager of NBC's owned station in Washington. After World War II, he returned to NBC's newly organized experimental sales department in New York in 1946, and became manager of NBC's National Spot Sales Department in Boston a year later (1947-50). Prior to becoming Eastern Administrative Sales Manager for NBC-TV in March, 1955, he was an account executive for the NBC-TV network for three years. Mr. Dodge lives with his family in Westport, Conn.

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NBC-New York, 6/23/55

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owned station in Washington. After World War II, he returned to New  
York City where he organized experimental sales department in New York in 1945.  
He became manager of NBC's National Spot Sales Department in Boston a  
year later (1947-50). Prior to becoming Eastern Administrative  
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NBC-TV network for three years. Mr. Dodge lives with his family in  
Westport, Conn.

NBC-New York, N.Y.



# TRADE NEWS

A SERVICE OF



June 24, 1955

"AND HERE'S THE SHOW" GOES INTO GOBEL'S TIME-SPOT FOR SUMMER;  
JONATHAN WINTERS IS FIRST GUEST, RANSOM SHERMAN IS FEATURED

- - -

Sponsors are Armour and Company and Pet Milk

A brand-new variety program, AND HERE'S THE SHOW, with humorist Jonathan Winters as first guest and Ransom Sherman featured, will go into the time-spot of the "George Gobel Show" during the Summer beginning Saturday, July 9 (NBC-TV, 10 p.m., EDT). The show will be seen three out of four Saturdays.

Named for one of Gobel's most-familiar lines, the new show will be geared in the same low-pressure, offbeat style which is the Gobel trademark. Both Winters and Sherman are satirists and monologists familiar to video viewers.

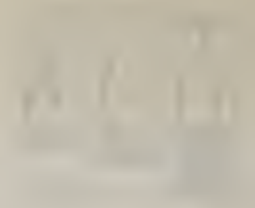
Winters' impression of a newsman's interview with a farmer won him critical acclaim on the recent NBC telecast "Remember...1938." He will be the guest July 16 also.

Sherman has been starred frequently on his own radio programs since 1930 and in TV in recent years. He won the Quigley award, in 1953, for the most original afternoon show in TV.

John Scott Trotter and his orchestra -- a regular Gobel feature -- will continue with the Summer show. The Double-Daters, a

(more)





1877, 1878, 1879

THE FIRST OF THE THREE PARTS OF THE HISTORY OF THE  
REPUBLIC OF THE UNITED STATES OF AMERICA, FROM  
1776 TO 1876, BY JAMES M. SMITH, LL.D.,  
OF THE UNIVERSITY OF CHICAGO.

A HISTORY OF THE UNITED STATES OF AMERICA, FROM  
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OF THE UNIVERSITY OF CHICAGO.

2 - "And Here's the Show"

song-and-dance quartet, currently appearing at the Moulin Rouge in Hollywood, will be regulars in the Summer series. They are Stephanie Antie, Kay O'Grady, Tommy Knox and Ted Canterbury.

"And Here's the Show" will be produced by Gomalco Enterprises, Inc., and directed by Bob Fink. Armour and Company and Pet Milk Company, sponsors of "The George Gobel Show," will remain as sponsors of "And Here's the Show." Foote, Cone and Belding, Chicago, is the agency for Armour, and Gardner Advertising Co., St. Louis, is the agency for Pet Milk.

-----O-----

NBC-New York, 6/24/55





# TRADE NEWS

A SERVICE OF



June 24, 1955

'MAKE THE CONNECTION,' PANEL SHOW WITH EDDIE BRACKEN, BETTY WHITE,  
JIM MCKAY AND GENE KLAVAN STARTS ON NBC-TV IN 'JUSTICE' TIME-SPOT

- - -

Summer Series, Sponsored by Borden Company, Will Call For  
Panel to Tell How Paths of Guest Couples Crossed

MAKE THE CONNECTION, a new panel show starring Eddie Bracken, Betty White, Jim McKay, Gene Klavan and a panelist yet to be announced will have its premiere on NBC-TV, Thursday, July 7 at 8:30 p.m., EDT. The program will be seen in the time-spot occupied by "Justice" in the Fall and Winter.

The format for "Make the Connection" uses Jim McKay as a moderator who introduces two guests to the panel of four with the challenge that the panel should guess in what way the lives of the two guests have crossed. At some time in the past the two guests have encountered one another, often in humorous situations, and by a series of questions the panel must determine the circumstances of the crossed paths.

The panel will have six questioning periods. For each period which elapses before the riddle is guessed, \$25 will be awarded to the guests. Each week a guest star will be featured, such as Jack Carson, Victor Borge, Van Heflin, Phil Harris, Hildegarde and Eartha Kitt.

Executive producer of the show for Goodson and Todman will be Gil Fates with Jerome Schnurr directing. Chester Feldman will be the associate producer, the Borden Company, sponsors of "Justice" also will sponsor "Make the Connection." The agency is Young and Rubicam.

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# TRADE NEWS

A SERVICE OF



June 24, 1955

'CAESAR PRESENTS' STARTS ON NBC WITH MARTHA WRIGHT AS GUEST;  
PHIL FOSTER AND ALL-STAR CAST TO BE REGULAR FEATURES OF HOUR

- - -

Revue Format Replaces Storyline Theme Originally Announced

Martha Wright will be guest star and Phil Foster will be seen in the role of a neighborhood druggist on the first performance of CAESAR PRESENTS, which starts on NBC-TV, Monday, July 4. The hour-long revue will be seen three out of four Mondays, from 8 to 9 p.m., EDT.

Miss Wright will join a cast that includes Foster, singer Bill Hayes, musician Bobby Sherwood, female star Barbara Nichols, and comics Cliff Norton and Sid Gould.

The revue format replaces the theme originally announced for "Caesar Presents." At first the show was to be based around the misadventures of a traveling band.

Foster plays the part of a corner drugstore operator in one of two sketches planned for the first telecast.

Miss Nichols plays his wife and Cliff Norton plays a drugstore clerk. Sid Gould is a drugstore lounge who spends his time reading magazines "for free."

Makeup of the second comedy sketch on the new show has not been set. Bill Hayes, whose record of "Davy Crockett" has long since passed the one-million sales mark, will be featured male vocalist.

(more)



2 - 'Caesar Presents'

"Caesar Presents" is produced by Sid Caesar and staged by Carl Reiner. George Charles is associate producer and Grey Lockwood is camera director.

Writers are Charlie Andrews, Selma Diamond, Lou Solomon, Sheldon Keller, and Mike Stewart. Hal Janis is executive producer for the network.

Sponsors are American Chicle Co., through Dancer-Fitzgerald-Sample; Lee, Ltd. for Sof Set, hair preparation and Dri Mist, deodorant, through Erwin Wasey & Co., and Radio Corporation of America, through Kenyon and Eckhardt.

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NBC-New York, 6/24/55







# TRADE NEWS

A SERVICE OF



June 24, 1955

## 13 'BEST OF GROUCHO' PROGRAMS

FEATURED THROUGH THE SUMMER

- - -

Marx Series Under Year-Round DeSoto Sponsorship

Thirteen of Groucho Marx's most popular and amusing programs of the past year will be repeated on THE BEST OF GROUCHO, the Summer replacement for YOU BET YOUR LIFE. "The Best of Groucho" starts on NBC Radio Wednesday, June 29 (9 p.m., EDT) and on NBC-TV Thursday, June 30 (8 p.m., EDT).

The Summer shows have been selected on the basis of greatest audience approval, as judged by mail requests. Groucho's year-round programs are sponsored by the DeSoto Division of the Chrysler Corporation through the Batten, Barton, Durstine and Osborn, Inc., agency.

The 1955-56 YOU BET YOUR LIFE series will resume on NBC Radio Wednesday, Sept. 28 and on NBC-TV Thursday, Sept. 29.

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# TRADE NEWS

A SERVICE OF



June 24, 1955

## NBC NEWSMEN RUN INTO ADVENTURE -- AND DANGER -- ON BEATS IN DISTANT PARTS OF THE WORLD

NBC newsmen found themselves in trouble in distant parts of the world June 22. They were threatened by knife and by gun and they were thrown in jail.

Jim Robinson in Singapore was confronted by a knife-wielder when he shot some pictures of a group of Chinese students from Indonesia aboard a Dutch vessel. The students screamed at Robinson while he was below-decks and then one of them drew a knife.

"I couldn't understand what he was muttering," reported Robinson, "but I realized the crowd meant business so I left the ship quickly. We very nearly had another Gene Symonds case." (Symonds, a United Press correspondent, was beaten to death recently while covering riots in Singapore).

In Korea, News Cameraman Yung Su Kwon was threatened by a North Korean soldier while Yung was trying to do a feature story on the Korean War anniversary in the demilitarized zone. The

(more)





soldier, he reported, "took aim at me with his gun." Yung, however, coolly continued to take pictures.

The Argentine revolution brought imprisonment to Robert Lindley, NBC's Buenos Aires correspondent, and Jess Sabin, NBC cameraman sent to Buenos Aires from New York last week. The two, along with two other correspondents, were arrested and held for two hours after officials found them taking pictures of San Ignacio Church, a church burned during the revolt.

-----O-----

NBC-New York, 6/24/55



FRED RICKEY, NBC-TV PRODUCER, DIES SUDDENLY

Fred Rickey, producer of NBC's WIDE WIDE WORLD, died unexpectedly of a heart attack this morning (Friday) at 9:15 o'clock in his home at 36 Gramercy Park, East, New York City. He was 34 years old.

Mr. Rickey had spent the weekend in Canada working on a Stratford, Ontario, segment of the forthcoming Spectacular and returned home late last night.

A native of Mt. Vernon, N.Y., Mr. Rickey took his degrees at Western Reserve and Columbia Universities and has served in various executive production capacities in television and movies.

He directed all the American scenes in "This Is Cinerama."

Last year he won Long Island University's first annual award for "advancing the standards of television."

Surviving him are his widow, the former Sally Tucker, and two children, Peter, 4, and Katharine Anne, 1.

Funeral arrangements are pending.

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HAROLD E. STASSEN TO 'MEET THE PRESS'

Harold E. Stassen, special assistant to President Eisenhower on disarmament problems, will MEET THE PRESS Sunday, June 26 (NBC-TV, 6-6:30 p.m., EDT; on NBC Radio, same time, as part of "Monitor").

He will be interviewed by Lawrence Spivak, producer and permanent panel member of "Meet the Press"; Jack Bell of the Associated Press, William Hines of the Washington Star and Ernest K. Lindley of Newsweek.

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NEW YORK, N.Y., MAY 15, 1934.

Mr. [Name], President of [Organization], New York City, New York, is invited to attend the [Event] at [Location] on [Date].

The [Event] will be held at [Location] on [Date] at [Time]. It is a most important occasion and we hope you will be able to attend.

A native of [Location], Mr. [Name] has been a member of [Organization] since [Year]. He has been very active in the work of the organization.

He has been very active in the work of the organization and has been a member of [Organization] since [Year]. He has been very active in the work of the organization.

He has been very active in the work of the organization and has been a member of [Organization] since [Year]. He has been very active in the work of the organization.

Very truly yours,

[Name], Secretary, [Organization], New York City, New York.



# MUSIC NEWS

BOSTON SYMPHONY WITH NOTED SOLOISTS WILL BE HEARD  
IN BERKSHIRE FESTIVAL CONCERTS ON NBC RADIO

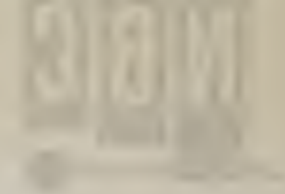
Concerts of the world-renowned Berkshire Festival at Tanglewood in Lenox, Mass. will be broadcast by the NBC Radio network on Mondays (8:15-9 p.m., EDT) starting July 11. The programs will feature the great Boston Symphony Orchestra with distinguished vocal and instrumental soloists.

The concerts take place in the attractive setting of Tanglewood, an estate in the Berkshire Hills of Massachusetts. Thousands of visitors flock there each week to the many orchestral, chamber and operatic programs. In addition to the concerts, the major activity is the Berkshire Music Center, where many young professionals complete their musical education. The Berkshire Music Center was established in 1940 by the late Serge Koussevitzky and the Boston Symphony Orchestra.

Programs, conductors and soloists for the broadcasts will be announced. Ben Grauer will be narrator.

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NBC-New York, 6/24/55



# BOSTON SYMPHONY WITH SYMPHONIC SOCIETY WILL BE HEARD IN SYMPHONIC FESTIVAL CONCERTS IN TWO PARTS

Concerts of the world-renowned Boston Symphony  
at Symphony Hall, Boston, Mass., will be heard in  
the two parts of the festival on Sunday, May 12, and  
Monday, May 13. The program will feature the  
Boston Symphony Orchestra with guest conductor, Sir  
John Barbirolli.

The concert will give an excellent example  
of Barbirolli's artistry in the symphonic field. In  
particular, the performance of the "Symphony in  
D major" by the very famous (and famous) conductor will  
be a highlight. In addition to the symphony, the  
concert will include the "Symphony in D major" by  
Sir John Barbirolli. The program will also include  
the "Symphony in D major" by Sir John Barbirolli.  
The concert will be broadcast on the radio by the  
Boston Symphony Orchestra and the National  
Association of Broadcasters.

For further information, contact the Boston  
Symphony Orchestra, 100 South Street, Boston, Mass.  
02111.





**SPOT SALES**

# *News*

## SPRING SERIES OF SALES CLINIC ENDS

The first phase of a highly successful Sales Clinic which has been conducted this Spring by NBC Spot Sales will come to an end Monday, June 27, it was announced today by Thomas B. McFadden, Vice President of NBC Spot Sales.

At that time Joseph Scheideler, president of Scheideler, Beck and Werner advertising agency, will speak to the sales force of NBC Spot Sales in a closed session at 5:30 p.m. The forum with Mr. Scheideler, the fifth with an industry leader in as many weeks, will conclude the Spring series of the clinic. The clinic will be resumed Sept. 12.

Other speakers who have appeared in the series have been Bob Foreman, Vice President of Batten, Barton, Durstine and Osborn; Frank Coulter, associate media director of Young and Rubicam; Frank Crane, Vice President of Benton and Bowles; and Tom McDermott, Vice President of N.W. Ayer.

Mr. Scheideler's subject will be "Know the Nature of the Animal," meaning that salesmen should be well acquainted with a client's product before making a presentation for his advertising business.

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NBC-New York, 6/24/55





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CREDITS FOR 'THE SOLDIERS' ON NBC-TV

\*-----\*

PROGRAM: THE SOLDIERS

TIME: NBC-TV, 8 to 8:30 p.m.,  
EDT, Saturdays

FORMAT: Half-hour comedy of life  
among the lower mili-  
tary ranks.

STARS: Tom D'Andrea and Hal  
March

PRODUCER-DIRECTOR: Bud Yorkin

ASSOCIATE PRODUCER: Bob Henry

UNIT MANAGER: George Habib

ART DIRECTOR: Bill Martin

WARDROBE: Rhett Turner

WRITERS: Jack Douglas and Marve  
Fisher

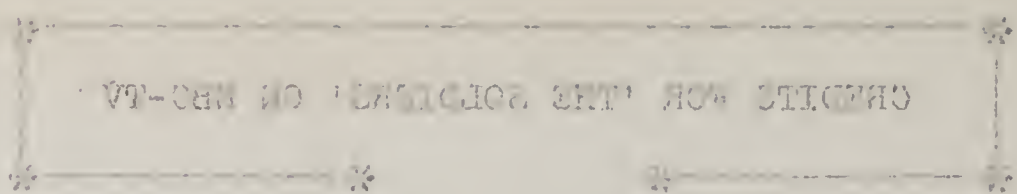
AGENCY: James Saphier

STARTING DATE: Saturday, June 25

ORIGINATION: Hollywood

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NBC-New York, 6/24/55



PROGRAM:

THE SOLDIERS

TIME:

WDC-TV, 5 to 6:30 p.m.,  
TNT, Saturdays

FORMAT:

Half-hour comedy of life  
among the lower mili-  
tary ranks.

STARS:

Tom Hanks and Hal  
Nelson

PRODUCED-DIRECTOR:

Bob Yorkin

ASSOCIATE PRODUCER:

Bob Yorkin

UNIT MANAGER:

George Radis

ART DIRECTOR:

Bill Martin

WARDROBE:

John Turner

WRITERS:

John Torgias and Mavis  
Wahner

AGENCY:

James H. Hays

STARTING DATE:

Saturday, June 22

ORIGINATOR:

Hollywood

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CREDITS FOR 'CAMEO THEATRE' ON NBC-TV

TITLE: CAMEO THEATRE

TIME: NBC-TV, eight Sundays, beginning  
July 3, 10 to 10:30 p.m., EDT

FORMAT: Half-hour dramas, each complete  
in itself, all presented in  
the arena-style, theatre-in-  
the-round manner.

STARS: Different each week

CAST: Different each week

PRODUCER: Albert McCleery

DIRECTOR: Albert McCleery

ASSOCIATE DIRECTOR: Jules Seidman

SCRIPT EDITORS: Ethel Frank and Peter Kortner

TECHNICAL DIRECTOR: Harold Platt

SET DESIGNER: Spencer Davies

LIGHTING: Boris Isaacson

SPONSORS: Procter and Gamble Co. for Lilt  
and Prell, through Biow-  
Beirn-Toigo, Inc.; on an  
alternate basis with Inter-  
national Cellucotton Products  
Co. for Kleenex Tissues and  
other products, through Foote,  
Cone and Belding

ORIGINATION: Hollywood, live.

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# TRADE NEWS

A SERVICE OF



June 27, 1955

## NBC TELECASTS OF 13 NCAA NATIONAL AND REGIONAL FOOTBALL GAMES FOR 1955 THREE-QUARTERS SOLD OUT

- - -

General Cigar Co., Schick, Inc., and One Advertiser-to-be-Announced  
Each Purchase One-Quarter; Dow Chemical Co.

### Signs for Post-Game Series

The schedule of 13 intercollegiate national and regional NCAA football contests to be telecast this Fall by the National Broadcasting Company is three-fourths sold out, Matthew J. Culligan, national sales manager of NBC-TV, announced today.

The General Cigar Co., Inc.; Schick, Inc.; and one advertiser to be announced at a later date have each signed for one-fourth sponsorship of the total 13 games. In addition, the Dow Chemical Co. has signed for sponsorship of the 15-minute post-game series, "Scoreboard," to be presented following the eight national telecasts. Young & Rubicam, Inc., is the agency for General Cigar; Kenyon & Eckhardt is the agency for Schick; and MacManus, John and Adams, Inc., is the agency for Dow Chemical.

"The return of NCAA football to the NBC television network," Mr. Culligan said, "and the extraordinarily strong schedule of national and regional games are responsible, we believe, for this near sell-out within a week after firming up of the schedule and prices."

(more)



## 2 - NCAA Football

NBC also telecast the NCAA-approved schedules in 1951, 1952 and 1953.

Lindsey Nelson and Harold (Red) Grange will be the commentators on both the national and regional series, with the coast-to-coast telecasts scheduled for seven Saturday afternoons and on Thanksgiving Day.

Russ Hodges and Bob Cooke will be the commentators on the "Scoreboard" post-game series.

The series of regional telecasts is restricted to Districts 1 and 2 of the National Collegiate Athletic Association. They include Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, New Jersey, Delaware and West Virginia.

The five regional dates are Sept. 24, Oct. 8 and 22, Nov. 5 and 12. With the national telecasts of the eight inter-collegiate contests, Eastern NBC-TV televiewers will be able to see 13 consecutive games this season, beginning with the Miami-Georgia Tech game in Atlanta Sept. 17 and concluding with the North Carolina-Duke battle in Durham Dec. 3.

The 1955 NBC-TV schedule follows:

Saturday, Sept. 17 -- Miami at Georgia Tech

Saturday, Sept. 24 -- Eastern regional telecast. Also

District 4 (Midwest) regional telecast of Notre Dame-S.M.U. game in South Bend, Ind.

Saturday, Oct. 1 -- Ohio State at Stanford

(more)





3 - NCAA Football

Saturday, Oct. 8 -- Eastern regional telecast  
Saturday, Oct. 15 -- Notre Dame at Michigan State  
Saturday, Oct. 22 -- Eastern regional telecast  
Saturday, Oct. 29 -- Iowa at Michigan  
Saturday, Nov. 5 -- Eastern regional telecast  
Saturday, Nov. 12 -- Eastern regional telecast  
Saturday, Nov. 19 -- UCLA at USC  
Thursday, Nov. 24 -- Texas at Texas A. & M.  
Saturday, Nov. 26 -- Army-Navy at Philadelphia  
Saturday, Dec. 3 -- North Carolina at Duke

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NBC-New York, 6/27/55

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# TRADE NEWS

A SERVICE OF



June 27, 1955

## 'SUMMER THEATRE' ON NBC-TV WILL OFFER HALF-HOUR FILM DRAMAS TUESDAY NIGHTS

- - -

Under Alternate Sponsorship of American Chicle  
And International Cellucotton

SUMMER THEATRE will make its bow on NBC-TV Tuesday, July 5 (9-9:30 p.m., EDT), featuring re-runs of outstanding film dramas viewed during the past season. It will continue through Tuesday, August 23.

Many Broadway and Hollywood leading players will be seen in the specially selected programs; among them Broderick Crawford, Joanne Dru, Teresa Wright, Lili Palmer, Ida Lupino, Merle Oberon and Ronald Colman.

Teresa Wright will be starred in "The Good Sister," on July 5. The drama is set in Germany shortly after World War II where Miss Wright, in the role of a nun in an orphanage, aids the romance of an American Army corporal and a Scandinavian girl.

"Summer Theatre" will be sponsored on alternate Tuesdays by the American Chicle Company, through the Ted Bates & Company, Inc., agency and International Cellucotton Products Co. (Kleenex), for which Foote, Cone & Belding is agency.

American Chicle Company is sponsor of the first program.

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# TRADE NEWS

A SERVICE OF



June 27, 1955

U.S. PREMIERE OF GEORGE BERNARD SHAW PLAY, 'INCA OF PERUSALEM,' ON  
'CAMEO THEATRE' WITH SIR CEDRIC HARDWICKE AND MARY SCOTT

"The Inca of Perusalem," a one-act play by the late George Bernard Shaw, will have what producer-director Albert McCleery says is its first presentation in this country, Sunday, July 3 (NBC-TV, 10-10:30 p.m., EDT) on CAMEO THEATRE. Sir Cedric Hardwicke will be starred and Mary Scott (Lady Hardwicke) will appear opposite him.

"Cameo Theatre," which has played several engagements over NBC-TV in previous seasons, will be seen weekly, beginning that day, through Sunday, Aug. 21.

Shaw wrote the play during World War I and it first was produced in London in 1917.

The Graustarkian story is that of a witty widow of an American millionaire who has lost all her money because of the war. Discontent to live on the income of her English archdeacon father, she flounces off to become lady's maid to a princess of unidentified affiliation. The Princess, a meek and flustered spinster, soon is whisked offstage and the remainder of the play is a typically Shavian dialogue between the maid masquerading as the Princess and the Inca masquerading as one of his own equerries.

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# TRADE NEWS

A SERVICE OF



June 27, 1955

"DAN'L BOONE" MAKES A RIGHT FITTIN' AND PROPER

ENTRANCE ON NBC RADIO ON 4TH OF JULY

- - -

Nobody's Tellin' Who's in Title Role, But Tom Glazer Will Play  
His Geetar on Narrative 5-Minute Monday-Through-Friday Series

It's right fittin' and proper for the NBC Radio Network to  
start a new (Monday-through-Friday) narrative series on July 4  
(5:55-6 p.m., EDT) with the title: DAN'L BOONE.

Dan'l was "the first paleface in the West" and he was blazin'  
the trails of this great land of our'n long before a lot of other  
"Johnny-come-latelies" was out of their gunny-sack underpants. And  
when the United States was born on July 4, 1776, Mr. Boone already was  
famous along the Mississippi and the Ohio as one of the "builders of  
the back country."

NBC's Dan'l Boone will have a host of "cross-my-heart-and-  
hope-to-die" yarns to tell about the days when this country didn't go  
back no further than the Appalachian Mountains. And he'll spell in a  
few old folks songs with geetar music by Tom Glazer. Dan'l could read  
nor write no more'n you could pin on the tail of a hummingbird, so  
they've hired a director named Ken MacGregor to put the talking stuff  
together, and a fellow named David Hughes will be fixing up the  
special songs and music.

There's nobody tellin' who's Dan'l Boone...it might be the  
old gent himself -- back from his beloved hills, where he was born,  
11 miles out of Reading, Pa.

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# CREDITS FOR 'DO-IT-YOURSELF' ON NBC-TV

PROGRAM:	DO-IT-YOURSELF
DAY AND TIME:	NBC-TV, three out of four Sundays, 7:30 p.m., EDT (Premiere date: Sunday, June 26. Last telecast, Sunday, Sept. 18.)
STARS:	Dave Willock and Cliff Arquette
PRODUCER:	Bob Henry
DIRECTOR:	Dick McDonough
ASSOCIATE DIRECTOR:	Roy Montgomery
WRITERS:	Dave Willock, Cliff Arquette and Jack Krutcher
FORMAT:	In this, the first hobby show to be televised nationally, Willock and Arquette, well known comedians and hobbyists, demonstrate projects that can be made by almost anyone in home work-shops. The projects are useful, practical and capable of simple and safe accomplishment.
ART DIRECTOR:	Bill Martin
COSTUMES:	Rhett Turner
UNIT MANAGER:	George Habib
CASTING:	June Leff
MAKE-UP:	Fred Williams
SPONSOR:	Reynolds Metals Company
AGENCY:	Clinton E. Frank, Inc.
ORIGINATION:	NBC Studios, Hollywood, Calif.

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MOST POPULAR COMEDY SESSIONS OF 'BOB CUMMINGS SHOW'  
TO BE PRESENTED AGAIN DURING SUMMER

The BOB CUMMINGS SHOW will continue through the Summer with repeat performances of the series' most popular comedy sessions of the past months, selected on the basis of mail received from viewers starting Sunday, July 3, (NBC-TV, 10:30 p.m., EDT).

The first Summer presentation, July 3, finds Bob Collins (played by Bob Cummings) "Hiring a Receptionist." Bachelor Collins, a commercial photographer usually surrounded by glamorous models, has a choice of two types of girls for the office position. Collins' choice naturally is a beautiful but not too bright girl, while his assistant, Schultzy (Ann B. Davis), prefers a "plain Jane." A comic conflict develops but Schultzy has the advantage with a feminine trick.

Following is the schedule for the balance of the season:

July 10 -- "Mrs. Montague's Niece." July 17 -- "Dr. Jekyll and Mr. Cummings." July 24 -- "Bob to the Rescue." July 31 -- "Air Corps vs. Marriage." Aug. 7 -- "Advice to the Lovelorn." Aug. 14 -- "Choosing Miss Coffee Break." Aug. 21 -- "A Boy Friend for Schultzy." Aug. 28 -- "Schultzy's Dream World." Sept. 4 -- "Bob Plays Cupid." Sept. 11 -- "Uncle Bob-Bob." Sept. 18 -- "The Silver Tongued Orator." Sept. 25 -- "Bob's Birthday."

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THE MOST POPULAR COMEDY SERIES OF THE SUMMER - NOW  
TO BE PRESENTED AGAIN THIS SUMMER

The BOB CUMMINGS SHOW will continue through the summer with  
best performance of the series, most popular comedy series of  
the summer, selected on the basis of mail received from viewers  
during Sunday, July 3, (1950-TV, 10:30 P.M., EDT).  
The first summer presentation, July 3, stars Bob Cummings  
played by Bob Cummings ("Hiring a Receptionist", "Hiring a Receptionist",  
commercial photograph usually furnished by a famous model, an  
episode of two types of girls for the office building, Collins,  
episode naturally is a beautiful but not too perfect girl, who has  
assistant, Schmitz (for B. Davis), presents a "Miss Mary", a com-  
plaint developed and Schmitz, for the summer with a feminine ap-  
pearance, is the schedule for the summer of the season.  
July 10 - "Miss Mary's Night", July 17 - "Dr. Kelly and Dr.  
Schmitz", July 24 - "Don't See Her", July 31 - "Miss Mary's  
Message", Aug. 7 - "Advice to the Lover", Aug. 14 - "Miss Mary's  
Message", Aug. 21 - "A Boy Friend for Schmitz",  
Aug. 28 - "Schmitz's Dream World", Sept. 4 - "Don't See Her",  
Sept. 11 - "The Miss Mary Show", Sept. 18 - "The Miss Mary Show",  
Sept. 25 - "Don't See Her".

GISELE MacKENZIE WINS NEW HONORS AS NELLIE FORBUSH  
OF 'SOUTH PACIFIC' AT DALLAS STATE FAIR

Gisele MacKenzie, on a busman's holiday from the vacationing YOUR HIT PARADE (which resumes on NBC-TV early in September), has just won new artistic triumphs in the star feminine lead in "South Pacific," the opening attraction of the Dallas (Tex.) State Fair Musicals.

As Nellie Forbush, the Navy nurse from Little Rock, Miss MacKenzie was accorded one of the greatest public and critical receptions ever given a visiting performer, when the show opened (June 20).

Writing in the Dallas Morning News, Rual Askew said:

"Gisele MacKenzie, who is a favorite with television multitudes and before that radio, made her musical comedy debut with all the gusto and vitality that means true stardom and a long career. She was almost bursting at the seams topping her own exuberant talent in number after number. If there has been a more outgoing Nellie Forbush than this, it must have exploded.

"Miss MacKenzie is a natural clown with the rare combination of heart, a sophisticated comedienne who can let her hair down, or keep it tightly up, depending on the demands of her particular situation."

Equally laudatory was Virgil Mires (cq), amusements editor of the Dallas Times Herald, who wrote: "...the first bouquet tossed should go in the direction of a bright-faced, frolicsome lady named



Gisele MacKenzie. If Broadway hears about her Nellie Forbush here, then 'Your Hit Parade' may lose one of its most ingratiating songstresses. (Ed. Note: No chance of this; Miss MacKenzie returns to 'Your Hit Parade' on Saturday, Sept. 10). Miss MacKenzie's Nellie Forbush is a smashing performance that will be rated as one of the best of musicaldom's bests. She is a good actress and a singer perfect for the musical comedy stage; a fine voice that carries everywhere, a delicious sense of comedy...all that goes to make up Nellie comes whirling across the footlights to get right under you."

After "South Pacific" closes in Dallas July 3, Gisele proceeds to Denver for a late July concert appearance with the Denver Symphony Orchestra and then to Las Vegas for a night club engagement. Following a visit with her family and a rest in her native Winnepeg, Canada, Miss MacKenzie returns to New York to prepare for the new "Your Hit Parade" season on NBC-TV.

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NBC-New York, 6/27/55







# COLOR TELEVISION NEWS

A SERVICE OF



June 28, 1955

\*-----\*

MILTON BERLE WILL BLAZE NEW TV TRAIL AS FIRST STAR  
TO PRESENT FULL SEASON OF LIVE COLOR PRODUCTIONS

- - -

Each of 13 Programs During 1955-56 Will Be Completely  
Different 'Opening Night Event'

\*-----\*

FOR RELEASE 5 P.M., EDT, TUESDAY, JUNE 28

Television trailblazer Milton Berle will pioneer another phase of the medium in 1955-56 when he becomes the first top TV star to present a full season of color productions, starting with his new NBC-TV program Tuesday, Sept. 27 (8 to 9 p.m., New York time), Thomas A. McAvity, NBC Vice President in Charge of the Television Network, announced today.

The comedian's 1955-56 season -- his eighth on TV -- will consist of 13 live color presentations, each of which will have its individual format. The shows, which also will be seen in black and white, will originate from NBC's new Color City in Burbank, Calif. Sponsors will be the Whirlpool Corporation, the Sunbeam Corporation and the Radio Corporation of America.

In making the announcement, Mr. McAvity asserted: "Milton's entry into color TV marks a new era in television entertainment. He was the first big showbusiness personality to turn his talents to a fledgling industry and now is the first to lead the way into the

(more)



exciting color medium for a full season. 'Mr. Television,' who now becomes 'Mr. Color Television,' undoubtedly will be followed by other top entertainers into color even as he was into black and white after his TV opening seven years ago."

Mr. Berle added that each of the 13 programs will be a completely different "opening night event." The productions will run the gamut of showbusiness formats including revues, book shows, musical comedies, satires and dramatic presentations.

Mr. Berle will be the one continuing feature throughout the season with different actors, writers and directors used on each program. He will play opposite the best talent available and will employ top writers of comedy, music, stories and plays along with distinguished directors for each production.

Writers will be engaged on the basis of their talents for the particular format to be presented. Mr. Berle will produce all 13 productions and also will direct the revue-type shows. Irving Gray, Mr. Berle's long-time associate, will be executive producer.

In the presentation of his color productions, Mr. Berle said he will be mindful that the current majority of TV viewers see shows on black and white screens. "However, there's no question," he said, "that eventually color TV will replace the older form and I want to help advance the date."

After his plunge into TV, Mr. Berle was generally credited with being the "greatest salesman" for black and white TV sets, and it has been predicted that he will have the same influence in spurring the sale of color receivers.

(more)





Mr. Berle, who made the 8-9 p.m., New York time, Tuesday period one of the outstanding hours on TV, launched his fabulous television career June 8, 1948, as temporary emcee for the premiere of the NBC "Texaco Star Theatre."

He was signed originally for four appearances on the new show, which planned to feature different emcees. However, his instant popularity won him the job as permanent star on Sept. 21, 1948. The following month found the program scoring the highest survey rating ever reported for a regularly-scheduled radio or television show, with the star acclaimed as "Mr. Television."

The popularity of the Berle show and his effect on the acceptance of the American public for TV entertainment is reflected in the national Nielsen ratings of the past five years. In 1951, the Berle show reached 6,835,000 homes. During the following years the show's audience rapidly increased, with the 1955 average of homes reached numbering 14,377,000, an estimated viewing audience of some 43,100,000 persons.

Mr. Berle's talents and abilities brought him one of the longest contracts in showbusiness and made him a permanent member of the NBC family in March, 1951. Then, the network signed him to a 30-year pact calling for exclusive use of his talents and services in acting, producing, writing and direction for radio and television.

The complete 1955-56 schedule for the Berle program follows: Sept. 27, Oct. 18, Nov. 8 and 29, Dec. 20, Jan. 10 and 31, Feb. 21, March 13, April 3 and 24, May 15 and June 5.

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NBC-New York, 6/28/55







# TRADE NEWS

A SERVICE OF



June 28, 1955

'ROBERT MONTGOMERY SUMMER THEATRE' STARTS SEASON WITH  
'FOURTH OF JULY,' DRAMA OF CRIME AND RETRIBUTION

- - -

Warner-Lambert (for Richard Hudnut) Is Alternate Sponsor  
Of Summer Stock Company With S. C. Johnson & Son

"The Fourth of July," a drama of a dedicated police  
detective and his determination to bring a former politician to  
justice, will inaugurate the seasonal series when ROBERT MONTGOMERY  
PRESENTS THE RICHARD HUDNUT SUMMER THEATRE Monday, July 4 (NBC-TV,  
9:30 p.m., EDT).

Charles Drake, House Jameson and Eric Sinclair, members of  
the Montgomery stock company, will be joined in the cast by Coe  
Norton, Svea Grunfeld, Gale Page, Luis Van Rooten and Carlos Montalban.  
The teleplay is by S. S. Schweitzer.

For five years detective Sam Berger (Charles Drake) has  
pursued the former politician Cassidy (House Jameson) who literally  
"murdered" a town. It was Berger's town too, but Cassidy "owned it."  
He corrupted, robbed it, then left it just in time to escape prose-  
cution. Berger finally catches up with him in a South American town.

(more)





But the Cassidy he finds has performed miracles by creating jobs, and homes for the natives and by giving them hope for the future. Berger is confronted by a dilemma, for this is a Cassidy who has atoned; and so is Cassidy perplexed, for now he believes that "freedom and justice" are more than just empty phrases he once mouthed every "Fourth of July," and that he should stand trial for his former crimes.

Warner-Lambert Co. (for Richard Hudnut) will be alternate sponsor of the Summer series with S. C. Johnson & Son, Inc. Kenyon & Eckhardt, Inc., is agency for Warner-Lambert. The alternate week Summer sponsorship was relinquished to Warner-Lambert by Schick, Inc. which will resume its sponsorship with the regular Montgomery season in September.

-----O-----

NBC-New York, 6/28/55

at the Company he finds has been...  
...for the... and he...  
...by a... for this is a... who has...  
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...and more than just... phrases he... every...  
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...Warner-Lambert Co. (for Richard... will be...  
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...was... to Warner-Lambert by...  
...will... its... with the...  
...September.

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Warner-Lambert Co.,  
New York, N.Y.



# TRADE NEWS

A SERVICE OF



June 29, 1955

'SERVICE IN THE MORNING' AND 'ENTERTAINMENT IN THE AFTERNOON'  
ARE KEYNOTES OF MAJOR CHANGES IN NBC-TV DAYTIME PROGRAMMING

- - -

Additional 15 Minutes for 'Ding Dong School' and New Arlene Francis  
'People at HOME' Series Announced; Significant Daytime Sales Made

"Service in the morning" and "entertainment in the afternoon" will keynote some major changes being effected in NBC-TV's daytime programming schedule, it was announced today by Thomas A. McAvity, Vice President in charge of the Television Network of the National Broadcasting Company.

At the same time, Mr. McAvity announced a significant purchase of daytime television by the Procter & Gamble Co., which will begin sponsorship on July 4 of the following: five quarter-hours per week of NBC-TV's "Tennessee Ernie Ford Show" (the 12 noon-12:15 p.m., EDT, segment) and five quarter-hours per week of the new "It Pays to Be Married" show. Benton and Bowles is the advertising agency for P&G.

"Ding Dong School," NBC's award-winning children-and-parents series, will be extended an additional 15 minutes starting July 4, and a new quarter-hour weekday series, "People at HOME" starring Arlene Francis, will begin Aug. 8, Mr. McAvity said.

(more)



Page 10

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## 2 - Changes in Daytime Programming

In addition, "It Pays to Be Married," new audience participation series, is slated to begin July 4 in the 3:30-4 p.m., EDT segment, with "Way of the World," Daydrama formerly seen in the mornings, moving into the 4-4:15 p.m., EDT, time period.

"This streamlining of our daytime schedule is an extension of our efforts begun some months back to revitalize our daytime fare so that viewers and advertisers will have clear-cut programming patterns designed especially for their specific viewing wants and advertising needs," Mr. McAvity said.

"Starting with 'Today,' there will now be four hours of morning programming running the entire gamut of 'service.' In the afternoon, entertainment will be accented more strongly than ever," he concluded.

Dr. Frances Horwich, producer-star of "Ding Dong School," explained what the time expansion of her program will mean:

"The children will have the first 25 minutes as always. In addition, they will now have 10 minutes together with their parents -- a period during which we'll talk about things they might like to do or see together at home or away from home. The final period -- the parents' portion -- will now be doubled from five to 10 minutes, giving time for more detailed discussion with parents alone."

The new "People at HOME" quarter-hour program, to be seen from 10:45 to 11 a.m., EDT, beginning Aug. 8, is an outgrowth of the long-standing favorites, "Husbands at HOME" and "At HOME With" segments of the "Home" series. Miss Francis will utilize live and film reports to bring the daytime audiences the most up-to-date news about people all over the world. She will feature interviews and

(more)

In addition, "It says to be finished," new evidence...  
...is related to begin July 4 in the 3:30-4:30 p.m. ...  
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...film reports to bring the ...  
...about people all over the world.



## 2 - Changes in Daytime Programming

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(more)



In addition, "It Pays to Be Married," new audience favorite  
action series, is slated to begin July 1 in the 3:30-4 p.m., EDT  
segment, with "Way of the World," Daydreams formerly seen in the  
mornings, moving into the 4-4:30 p.m., EDT, time period.

"This streamlining of our daytime schedule is an extension  
of our efforts to bring more content back to television's daytime fan  
so that viewers and advertisers will have a more varied programming  
experience designed especially for their specific viewing wants and  
advertising needs," Mr. Day said.

"Starting with 'Today,' there will now be four hours of  
morning programming running the entire gamut of 'entertainment.' In the  
afternoon, entertainment will be presented more strongly than ever,"  
he concluded.

Dr. Frances Morahan, producer-star of "Tang Tang School,"  
explained what the time expansion of her program will mean:  
"The children will have the first 25 minutes as always.  
In addition, they will now have 15 minutes together with their parents  
a period during which we'll talk about things they want to do  
or see together at home or away from home. The final portion -- the  
parents' portion -- will now be doubled from five to 10 minutes,  
giving time for more detailed discussion with parents alone."

The new "People at Home" quarter-hour program, to be seen  
from 10:45 to 11 a.m., EDT, beginning Aug. 5, is an outgrowth of the  
long-standing television "Husband at Home" and "At Home With"  
segments of the "Home" series. Miss Morahan will discuss live and  
film reports to bring the daytime audience the most up-to-date news  
about people all over the world. She will feature interviews and

### 3 - Changes in Daytime Programming

stories of current interest, as well as recall stories from the past, answering the question of what happened to once-famous people. In addition she will bring stories to light about obscure people.

Richard Linkroum, who is executive producer of "Home," will serve in the same capacity for the new series.

The new "service in the morning" and "entertainment in the afternoon" lineup will be (all times EDT):

7-9 a.m.	TODAY
10-10:45 a.m.	"Ding Dong School"
10:45-11 a.m.	"People at HOME"
11-12 noon	"Home"
12-12:30 p.m.	"Tennessee Ernie Ford Show"
12:30-1 p.m.	"Feather Your Nest"
3-3:30 p.m.	"Ted Mack Matinee"
3:30-4 p.m.	"It Pays to Be Married"
4-4:15 p.m.	"Way of the World"
4:15-4:30 p.m.	"First Love"
4:30-4:45 p.m.	"World of Mr. Sweeney"
4:45-5 p.m.	"Modern Romances"
5-5:30 p.m.	"Pinky Lee Show"
5:30-6 p.m.	"Howdy Doody"

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NBC-New York, 6/29/55





# TRADE NEWS

A SERVICE OF



June 29, 1955

"PAJAMA GAME" AND "DAMN YANKEES" STARS WILL HONOR SHOWS'  
SONGWRITING TEAM ON JULY 10 "COLGATE VARIETY HOUR"

- - -

Telecast Honoring Jerry Ross and Dick Adler Will Present Big  
List of Top Names Including John Raitt, Gwen Verdon,  
Tony Bennett, Eddie Foy Jr.; George Abbott Is Emcee

A song-writing team which reached national fame in little  
more than two years will receive a televised tribute on THE COLGATE  
VARIETY HOUR, Sunday, July 10.

The hour-long NBC show will honor Jerry Ross and Dick  
Adler, the young songwriters responsible for the music in two of the  
most successful musical comedies currently on Broadway, "The Pajama  
Game," and "Damn Yankees."

A list of stars, picked from the hit shows and from artists  
who recorded Adler and Ross numbers will be seen on the show. The  
guest roster on the show, to be emceed by Broadway director George  
Abbott, runs like this:

From "The Pajama Game": John Raitt, Helen Gallagher  
and Eddie Foy Jr.

From "Damn Yankees": Gwen Verdon, Stephen Douglass,  
Ray Walston and Jimmie Komack.

(more)





From the recording field: The Four Aces, whose record of "Heart" (from Damn Yankees) is a best-seller; Fran Warren, who will sing "Not At All In Love," a number she is currently presenting in the road company of "Pajama Game"; The DeMarco Sisters, doing their great hit rendition of "Hernando's Hideaway," from "Pajama Game," and Tony Bennett doing Adler and Ross's first big hit "Rags To Riches."

Hal Hastings, who conducted the music for both shows and is currently handling the baton for "Damn Yankees," will lead that show's pit band for the television program.

As part of the program's policy of spotlighting a current movie, "The Variety Hour" will present highlights from "The Seven Little Foys," starring Bob Hope, and featuring in its cast Eddie Foy Jr., who will also make a guest appearance on the show.

"The Colgate Variety Hour," a York Production, is seen over NBC-TV from 8 to 9 p.m., EDT, three out of four Sundays. Jack Donohue is producer-director and Bill Miller is executive director.

-----O-----

NBC-New York, 6/29/55

from the preceding slide. The first slide, whose record  
of "Jazz" (from Dean Jantzen) is a half-sheet, from  
Warren, who will sing "Not All in Love," a number we do  
currently possess in the local company of "Famous Gents".  
The second slide, being their first and final of  
"Gentle's Glee," from "Famous Gents," and Tony Bennett  
doing Adair and Ross's first big hit "How to Succeed."  
The third, who presented the music for both sides and  
attentively listening for them for "Famous Gents," will lead them and  
at last for the relaxation program.  
In part of the program's history of illustrating a number  
more, "The Glee Club" will present highlights from the cover  
"Little Boy," featuring Bob Hope, and featuring in the year Adair  
and Ross will also make a guest appearance on the show.  
"The Glee Club" will be a good presentation, as well as  
"Glee Club" to be a good one. From our own sources, that  
woman is present-clerk and Bill Miller is another of our

\*\*\*\*\*

Bill Miller, 1/1/55

PAUL LAVALLE TO GIVE N.Y. PARK CONCERT WITH  
'CITIES SERVICE BAND OF AMERICA' ON JULY 5

Paul Lavalle will direct the CITIES SERVICE BAND OF AMERICA in a special concert at Battery Park, New York City, Tuesday, July 5, from 12 noon to 1:30 p.m., EDT, under auspices of the Downtown Manhattan Association and the New York City Summer Festival. (Not an NBC Radio broadcast).

The Green and White Quartet will sing, with the band.

-----O-----

CORRECTION, PLEASE

The first drama in the Tuesday night "Summer Theatre" series on NBC-TV July 5 (9-9:30 p.m., EDT) will be sponsored by International Cellucotton Products, Co., and not by American Chicle Company as previously reported.

The second program, on July 12, will be sponsored by American Chicle Company under the title of "Clorets Summer Theatre." It will alternate weekly through Tuesday, Aug. 23, with "Kleenex Summer Theatre," the title selected by International Cellucotton Products, Co.

-----O-----



PAUL LAVALLA TO GIVE N.Y. PARK CONCERT WITH

'CITY'S SERVICE BAND OF AMERICA' ON JULY 2

Paul Lavalle will direct the CITIES SERVICE BAND OF

AMERICA in a special concert at Battery Park, New York City, Friday

July 2, from 12 noon to 1:30 p.m., EDT, under auspices of the

town manager's Association and the New York City Summer Festival.

(Not as was made previously).

The Green and White Quartet will sing, with the band.

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CONNECTION, PLEASE

The first show in the "Summer Theatre"

series on SEC. 17 JULY 2 (7-9:30 p.m., EDT) will be sponsored by the

National Collection Production Company, and not by American Film

Company as previously reported.

The second program, on July 15, will be sponsored by

American Film Company under the title of "Cinema Summer Theatre"

It will alternate weekly through Tuesday, Aug. 15, with "Summer

Theatre", the title selected by International Collection

Production Co.

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WALL STREET JOURNAL COMMENTS EDITORIALY ON  
'DUNNINGER SHOW' AND MAKES SOME SUGGESTIONS

The Wall Street Journal came up with an editorial yesterday (Tuesday, June 28) commenting on THE DUNNINGER SHOW seen on NBC-TV Saturdays, 8:30 p.m., EDT.

It reviewed the program of the previous week that showed Dunninger, master mentalist, opening a vault, the two-part combination to which was known by two different guards, and later telling Rocky Graziano many things about himself that only the skeptical Mr. Graziano should know.

The point of the Journal's editorial was that Mr. Dunninger's talents at mental telepathy should have broader fields than television, and it recommended the following:

"Mr. Eisenhower, for example, might do well to ask Mr. Dunninger to attend the meeting at the summit in Geneva next month. Granting that Russians think in Russian, a couple of fast interpreters could certainly make something of what Mr. Dunninger reads. And it would be useful for our side to know what the Russians are thinking while they're saying something else.

"And even though Mr. Dunninger failed to read Mr. Bulganin's mind, we hope he'd at least get close enough to Mr. Eisenhower to find out whether he'll be meeting with the Russians after '56."

-----O-----

NBC-New York, 6/29/55

WABC STREET JOURNAL COMMENTS EXCLUSIVELY ON  
TELEVISION SHOWS AND MAKES SOME SUGGESTIONS

The Wall Street Journal came up with an editorial, last  
Tuesday, June 28, commenting on THE WINNINGER SHOW seen on WABC-TV  
Saturday, 6:30 p.m., EDT.

It reviewed the program of the previous week that showed  
winners, losers, mentalists, opening a vault, the two-part combat  
which was known by two different guards, and later telling how  
Borisiano was things about himself that only the skeptical Mr.  
Borisiano should know.

The point of the Journal's editorial was that Mr.  
Borisiano's talents as mental telepathy should have broader fields  
than television, and it recommended the following:

"Mr. Borisiano, for example, might do well to ask Mr.  
Borisiano to attend the meeting at the summit in Geneva next month.  
Thinking that Borisiano might be a source of fear inter-  
esters could certainly make something of what Mr. Borisiano reads.  
And it would be useful for our side to know what the Russians are  
saying with Borisiano saying something else.

"And even though Mr. Borisiano failed to read Mr. Borisiano  
and, we hope, he'll be meeting with the Russians after '50."



TRUTH: JACK BAILEY AND 'T OR C' STAFF TAKE A VACATION;

CONSEQUENCE: SIX OF THE TOP PROGRAMS WILL BE RE-RUN

Six of the top programs from the past season on TRUTH OR CONSEQUENCES will be re-run beginning Tuesday, July 5 (NBC-TV, 10 p.m., EDT). Emcee Jack Bailey and the production staff of the audience participation show will have a vacation during this period. The schedule follows:

Tuesday, July 5 -- Bathing in an open-air "bathroom" as a penalty.

Tuesday, July 12 -- Actress-singer Marilyn Maxwell featured as a "consequence."

Tuesday, July 19 -- Shoeshine expert Floyd Jackson of Los Angeles goes to Houston.

Tuesday, July 26 -- Floyd Jackson returns with \$1,000.

Tuesday, Aug. 2 -- Joseph Malicki goes to Chattanooga in a Yankee Civil War uniform.

Tuesday, Aug. 9 -- Joseph Malicki returns with a tribute to Southern hospitality.

Regular "live" telecasts of "Truth or Consequences" will be resumed Aug. 16.

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# TRADE NEWS

A SERVICE OF



June 29, 1955

"ONE MAN'S FAMILY" TO BE HEARD TWICE A DAY (MORNING AND NIGHT)

MONDAYS THROUGH FRIDAYS ON NBC RADIO BEGINNING JULY 4

NBC Radio's ONE MAN'S FAMILY, now in its 24th year, starts on a two-a-day basis Monday, July 4, when it goes out over the network both in the evening and the morning.

The morning program will be heard from 10:15-10:30 a.m., EDT, Mondays through Fridays, while the evening shows will continue in the 7:45-8 p.m., EDT spot.

The Fourth of July, picked as the opening date for the new morning show, is a date of considerable import to the Barbour family, inasmuch as that is also the opening date of Paul Barbour's new play at one of San Francisco's little theatres.

During the episodes for the remainder of the week, the mystery of why Henry abandoned his car and is now riding buses is cleared up. When the head of the Barbour household comes home joyfully waving his renewed driver's license, he bundles the family into the car and they're all happily on their way to join the rest of the family group at the beautiful Sky Ranch.

Both evening and morning "One Man's Family" programs will feature the same shows, Mondays through Fridays.

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# TRADE NEWS

A SERVICE OF



June 29, 1955

'WONDERFUL CITY,' AUDIENCE PARTICIPATION SHOW WITH STORY OF N.Y.  
AS MAIN THEME, WILL START ON NBC RADIO ON 5-TIMES-A-WEEK BASIS

The story of New York City will be the main theme of WONDERFUL CITY, NBC Radio Network presentation which starts Tuesday, July 5 (3:05-3:30 p.m., EDT) and will continue on a Monday-through-Friday schedule.

A different kind of giveaway show, with emphasis on human aspirations and needs, this new audience participation program goes into the time-spot formerly occupied by the "Woman In Love" series.

Eddie Dunn, formerly of "True Or False," will emcee the show, assisted by Dan Petersen, who will act as official greeter and pass out the prizes.

Guests on the show, who will be selected by letter, may either be from out of town, visiting New York, or they may be native sons and daughters. One and all, they will air their fondest dreams on the show, and then Dunn and Petersen will make those dreams come true, right before their eyes.

The guests will be awarded valuable prizes, identical in most cases with what the persons appearing on the show have always wanted, but couldn't have.

(more)





There will be a salute and award to a selected out-of-town listener each day.

An added fillip to each guest's appearance will be the presentation of a "Key To The City," which will be two-fold: An actual "golden" key will be presented, as a symbol; and the "most desirable" part of each person's wish, will be added to what they have already obtained.

Jimmy Carroll, recording artist, and Ann Warren will handle vocal selections.

The program will be produced, written and directed by Mel Baily. It will originate in New York.

-----O-----

NBC-New York, 6/29/55

There will be a salute and award to a selected out-of-town

latter each day.

An added thrill to each guest's experience will be the

presentation of a "Key To The City," which will be two-fold: An

actual "golden" key will be presented, as a symbol; and the "most

valuable" part of each person's wish, will be added to what they

truly obtained.

Jimmy Carroll, recording artist, and Ann Warren will handle

local selections.

The program will be produced, written and directed by Mel

Willy. It will originate in New York.

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WEC-New York, 2/22/52



# TRADE NEWS

A SERVICE OF



June 30, 1955

ARLENE FRANCIS TO STAR IN 'PEOPLE AT HOME'

NEW QUARTER-HOUR PRECEDING 'HOME' TELECAST

- - -

5-a-Week Personality Series Is Outgrowth of Segments on 'Home'

A new daytime program to be called, "People At HOME," will be produced under the auspices of the NBC-TV "Home" unit and will be seen immediately preceding that program Mondays through Fridays from 10:45 to 11 a.m., EDT, beginning Monday, Aug. 8th.

Arlene Francis, editor-in-chief of "Home," will also star on "People At HOME," interviewing various newsworthy personalities. The program will consist of live and filmed reports which will bring the daytime audience the most up-to-date news about people from all over the world. It will feature stories of current interest; it will recall stories from the past, bringing up to date the activities of people who were once prominent in the news, and will bring to light still other stories about obscure individuals who have made some unusual achievement.

Many techniques of television reporting will be used on the program which will incorporate two features that have been seen

(more)





2 - 'People At HOME'

regularly on "Home." One is the "At Home With" segment, featuring interviews with prominent personalities from various fields and the second is "Husbands At Work," which permitted a wife who was a guest in the "Home" studio, to actually see and talk to her husband as he worked on the job.

The format of "People At HOME" will of necessity be kept flexible, so that the best techniques of presentation can be applied in each individual case and so that people with a timely story can appear on the program immediately.

Guests appearing on "People At HOME" which will be produced from the regular "Home" studio on West 67 Street in New York City, may frequently be asked to remain and participate on the full-hour "Home" program (11 a.m. to 12 noon, EDT).

Although "People At HOME" will be under the supervision of "Home's" executive producer, Richard Linkroum, the new program will have its own staff consisting of a producer and a number of writers. These will be announced shortly by Mr. Linkroum.

-----O-----

NBC-New York, 6/30/55

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# TRADE NEWS

A SERVICE OF



June 30, 1955

FIRST 'WIDE WIDE WORLD' TELECAST APPLAUDED BY CRITICS;

NBC PLANS 2-OR-3-TIMES-A-MONTH REGULAR SUNDAY SERIES

On the Summer night of Monday, June 27, NBC attempted to present the most complicated TV show ever conceived -- and the attempt came off.

"Wide Wide World," with its multitude of switches and pickups and ultra-complex electronic techniques, emerged from its spanning of the three major North American countries as a thoroughly professional and tremendously exciting panoramic television program.

It was the latest of a series of feathers in the cap of Barry Wood, director of special events at NBC and executive producer of "Wide Wide World."

In his role of executive producer in charge of color TV at NBC, Mr. Wood staged the hazardous and famed demonstrations of the use of TV in combat at Fort Meade, Md., in cooperation with the Army Signal Corps last August. And Mr. Wood was the imaginative person who conceived the widely acclaimed four-way split screen presented by NBC during last November's elections. More recently, he produced NBC's coverage of the atomic bomb detonation at Yucca Flat, Nev.

A flood of congratulatory phone calls and wires poured into Wood's office the day after "Wide Wide World's" debut.

(more)





But let's hear from the professionals -- the New York critics whose reports first reached NBC headquarters:

"'Wide Wide World' showed the scope of television as it never has been seen before. It was superb entertainment"...J.P. Shanley, THE NEW YORK TIMES.

"NBC went all the way on this one. Here was a program that made everything that has gone on before it in this new electronic miracle of entertainment look like the flea circus on 42nd Street... it was a beautiful, inspirational tribute to all of the North American continent"...Sid Shalit, THE DAILY NEWS.

"It all was bigger and broader and wider than anything we've ever seen and probably just an hors d'oeuvre of TV things to come. It also was a very good show"...Jack O'Brian, THE JOURNAL-AMERICAN.

"...A magic carpet tour of the continent. For those whose worlds are small, in the scope of distance, television had reached its summit. A 17-inch screen in the living room expanded into a 32,000-mile stage. Awesome, too, was the fact that folks in aerialized homes North and South of the border were seeing the same jazz sessions in Washington, the same Shakespeare production in Stratford, Ont., and the same Mexican bullfight -- all live -- as we were"...Muriel Fischer, WORLD-TELEGRAM AND SUN.

So, understandably encouraged by the virtually unchallenged success of this infant, NBC will go right ahead and put out many more programs under the "Wide Wide World" banner -- all to be produced by Mr. Wood.

(more)

THE NEW YORK TIMES - THE NEW YORK TIMES

THE NEW YORK TIMES - THE NEW YORK TIMES

THE NEW YORK TIMES - THE NEW YORK TIMES

THE NEW YORK TIMES - THE NEW YORK TIMES

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Present plans, announced Davidson Taylor, NBC Vice President in charge of Public Affairs, call for the program to be presented on Sunday afternoons on a twice or thrice monthly basis. And the programs are, he added, up for sale right now.

Sites to which future "Wide Wide World" programs will take the viewer include the Grand Canyon, the "Old Faithful" geyser, ghost towns of the far West, the Okefinokee swamps on the border between Florida and Georgia, the Hollywood Bowl, Oklahoma Indian reservations and various festivals -- to name just a few.

Mr. Taylor observed too, that "Wide Wide World," since it stretched the limits of existing television on this continent, is bound to cause new extensions. These he anticipated as airborne television, underwater television and ultra-portable equipment.

So complex was the initial program that, for the first time in network history, two senior executives of the American Telephone & Telegraph Company came to the "Panoramic Coordination Studio" (the master control room at NBC) to cope with any problems that might come up.

And so concerned were these executives over the success of the program that at the last minute, between the 3 p.m. dress rehearsal and the 8-9:30 p.m., EDT show, they ordered an alternate microwave link installed to insure protection for the circuit out of Mexico.

Mr. Taylor paid high praise to the A.T. & T. He said: "The people from A.T. & T. worked as though they were members of Barry Wood's crew and as though the success of the show depended solely on

(more)





them -- which, of course, to an enormous extent, it did. We cannot speak too warmly of the debt we owe the Telephone Company for its spirit and its help."

Cooperating with the A.T. & T. in the first "Wide Wide World" venture was the Mexican Telephone Company and the Bell Telephone Company of Canada.

Mr. Taylor was also warm in his praise of the cooperating networks. He said: "The linkage of the three chief countries of North America would have been impossible without the enthusiastic collaboration of A. Davidson Dunton, Chairman of the Board of Governors of the Canadian Broadcasting Corporation, and Don Emilio Azcarraga, head of Tele-Sistema-Mexicana."

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NBC-New York, 6/30/55

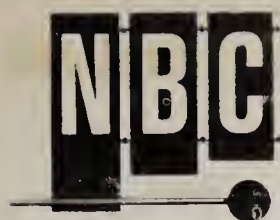
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appear too warmly of the fact he was the telephone company for the  
apartment and its life."

Cooperating with the A.T. & T. in the first "Wide World"  
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phone Company of Canada.

Mr. Taylor was also wary in his review of the cooperation  
network. He said: "The linkage of the three chief countries of  
North America would have been impossible without the cooperation  
collaboration of a Division Division, Division of the Joint  
Government of the American Broadcasting Corporation, and the  
Association, head of Tele-System-System."

Continued from Page 1

See New York, 1934



# TRADE NEWS

A SERVICE OF



June 30, 1955

BOB HOPE ACCORDED BIG TRIBUTE ON OCCASION OF N.Y. PREMIERE OF  
'SEVEN LITTLE FOYS' FILM; HONORED WITH HUMANITARIAN AWARD

- - -

Citation Comes From United Cerebral Palsy for His Aid to Fund

NBC-TV star Bob Hope was honored last night at the New York premiere of his latest movie, "The Seven Little Foys," when he received the first United Cerebral Palsy Humanitarian Award for devoting his time during the past five years in the "most unselfish and unstinted way to help combat the disease." The presentation was made by Lt. General James H. Doolittle, chairman of the premiere committee.

The picture premiere and a champagne supper which followed were held for the benefit of United Cerebral Palsy and raised \$35,000 for the organization.

The Times Square area around the Criterion Theatre was jammed with thousands of persons, who awaited the arrival of celebrities including Hope, his family and the seven youngsters who play the Foy children in the picture. Some 1,000 civic, social, industry and showbusiness notables were included in the capacity audience at the gala opening.

Following the premiere, Hope was guest of honor at a champagne supper at the Sheraton-Astor Hotel with more than 750 of the celebrities who attended the opening present.

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Among those present at the premiere were Secretary of the Air Force Harold E. Talbott; Lt. General and Mrs. Doolittle; General and Mrs. Lucius D. Clay; Brig. General David Sarnoff, Chairman of the Boards of the Radio Corporation of America and the National Broadcasting Company, and Mrs. Sarnoff; Lt. General Emmett "Rosy" O'Donnell Jr.; Governor Allen Shivers of Texas; Leonard Goldenson, President of American Broadcasting-Paramount Theatres and Chairman of the Board of UCP; Mr. and Mrs. Roger Firestone; Mr. and Mrs. Laurence S. Rockefeller, and such showbusiness personalities as Milton Berle, Margaret Truman, Johnnie Ray, Denise Darcel, Jane Froman, Rita Gam, Thelma Ritter, John Daly, Tex and Jinx McCrary, Eartha Kitt, Terry Moore, Betty Kean, and Lew Parker.

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NBC-New York, 6/30/55

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# TRADE NEWS

A SERVICE OF



June 30, 1955

## 'COMMANDO CODY'--NEW SPACE ADVENTURE PROGRAM OF DEFENDER OF SOLAR SYSTEM--TO BE SATURDAY MORNING TV FEATURE

The space adventures of COMMANDO CODY will become one of NBC-TV's Saturday morning attractions designed especially for children, starting Saturday, July 16.

The science-fiction program will be telecast from 11 to 11:30 a.m., EDT. The two-hour network grouping for youngsters also includes "The Pinky Lee Show" (10 a.m., EDT), "The Paul Winchell and Jerry Mahoney Show" (10:30 a.m., EDT) and "Mr. Wizard" (11:30 a.m., EDT).

"Commando Cody" will be sponsored by General Foods Corp., for Post Cereals. Benton & Bowles, Inc., is the agency.

As Sky Marshal of the Universe, Commando Cody battles the attempts of a mad scientist, known as the Ruler, to enslave the solar system. Judd Holdren stars in the title role, with Gregory Gay as his cunning and diabolical adversary. Others in the cast are Aline Towne as Joan, William Schallert as Ted, and Richard Crane as Dick, three of Commando's assistants; Peter Brocco as Dr. Varney, Commando's scientist-friend, and Craig Kelly as Henderson, a government man.

"Commando Cody" is produced by Hollywood Television Service, Inc., under supervision of Franklin Adreon. Fred C. Brannon and Harry Keller are the directors, and Ronald Davidson and Barry Shipman are the writers.

The space adventure will take the time period of "Funny Boners."

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CREDITS FOR 'COMMANDO CODY' ON NBC-TV

PROGRAM: COMMANDO CODY

TIME: NBC-TV, Saturdays, 11 to  
11:30 a.m., EDT

PREMIERE DATE: July 16, 1955

FORMAT: Science-fiction adventure  
pitting Commando Cody, Sky  
Marshal of the Universe,  
against a mad scientist known  
as the Ruler.

CAST: Judd Holdren as Commando Cody,  
Aline Towne as Joan, William  
Schallert as Ted, Richard  
Crane as Dick, Gregory Gay  
as the Ruler, Peter Brocco  
as Dr. Varney, Craig Kelly  
as Henderson.

PRODUCER: Hollywood Television Service,  
Inc.

ASSOCIATE PRODUCER: Franklin Adreon

DIRECTORS: Fred C. Brannon and Harry  
Keller

WRITERS: Ronald Davidson and Barry  
Shipman

ORIGINATION: By film from New York

SPONSOR: General Foods Corp., for Post  
Cereals

AGENCY: Benton & Bowles, Inc.

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NBC-New York, 6/30/55





# TRADE NEWS

A SERVICE OF



June 30, 1955

## NBC-TV ANNOUNCES COMEDY PERFORMER PLAN -- PHASE TWO OF ITS MULTI-MILLION DOLLAR TALENT AND SHOW DEVELOPMENT PROJECT

A countrywide search for promising new young comedians and an intensive development of a group of comedy performers already under contract are about to get under way at NBC Television.

Announcement of the Comedy Performer Development Plan -- Phase Two of the network's multi-million dollar talent and show development project -- came today from Leonard Hole, NBC Director of Program Development.

The two-fold plan, as outlined by Mr. Hole, is designed (1) to develop a group of NBC contract players -- a group that includes Kaye Ballard, Paul Gilbert, Pat Carroll, Jonathan Winters, Sue Carson and Harry Mimmo -- and (2) to seek out promising young "unknowns."

Top professional comedy writers will prepare material for these young contract artists, Mr. Hole said, and considerable time will be spent with the artists themselves so that they will fit into the prepared material.

"Such personal attention will bring forth some really professional exposures for each contract comedy artist next season,"

(more)





## 2 - Comedy Performer Development Plan

he said. "At the same time, the Development Department will continue its efforts to find additional exposures for these artists on TV, radio and in theatres everywhere."

Concurrent with the development of NBC contract comedy performers will be the search for new young promising comedians.

"This will be handled in much the same way as the nationwide dragnet for promising comedy writers," Mr. Hole said, "except that a good deal more observation and auditions will be involved." There will be intensive scouting for talent in Summer playhouses, little theatres, resort hotels, nightclubs, and college and university theatricals.

The quest for comedy writers -- Phase One of the network's giant talent and show development project -- began last month. In this search, NBC is enlisting the help of colleges and universities, little theatres, drama schools, and NBC affiliated TV and Radio stations. Response to the nationwide hunt to uncover promising new comedy writers for the future has been even greater than the network had anticipated: more than 1,000 aspirants have already submitted comedy material worthy of professional consideration.

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NBC-New York, 6/30/55



June 30, 1955

WIDELY ACCLAIMED TV CONVERSATION WITH BERTRAND RUSSELL  
ABOUT '80 YEARS OF CHANGING BELIEFS' WILL BE  
PRESENTED AGAIN ON JULY 24

One of the most intellectually distinguished TV programs to date -- NBC's "elder wise man" conversation with Bertrand Russell, the eminent philosopher, mathematician and winner of the 1950 Nobel Prize for literature -- will be presented again Sunday, July 24 from 5 to 5:30 p.m., EDT.

The filmed conversation was first telecast on Lord Russell's 80th birthday, May 18, 1952, and was repeated October 4, 1953. Lord Russell chose to call the film "Eighty Years of Changing Beliefs and Unchanging Hopes." In it, he speaks with Romney Wheeler, head of NBC's London office, about what he feels he has learned and what he feels he has not learned in the course of his distinguished career.

Explaining his choice of title, Lord Russell said: "There are some things that I don't think I shall ever learn, and indeed I hope I shall never learn. I don't wish to learn to change my hopes for the world. I am prepared to change my beliefs about the state of the world, but not my hopes. About that I hope to remain constant."

Lord Russell's was the first of NBC's continuing series of conversations with distinguished figures of our time. Warmly acclaimed by press and public, the series has so far presented a

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dozen wise elders: after Russell there came, in turn, the poets Robert Frost and Carl Sandburg, the theologian Dr. Louis Finkelstein, the architect Frank Lloyd Wright, the harpsichordist Wanda Landowska, the industrialist Alfred P. Sloan Jr., the critic and poet Sir Osbert Sitwell, the photographer Edward Steichen, the poet and editor John Hall Wheelock, the statesman Eamon De Valera and the historian Arnold Toynbee. The Russell film is the only one that has so far been repeated.

Average age of the wise elders at the time the films were made -- and all were telecast shortly after production -- was 72. The eldest, at 83, was Frank Lloyd Wright; the youngest, at 58, was Dr. Finkelstein.

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NBC-New York, 6/30/55



REVISED CREDITS FOR 'CAESAR PRESENTS' ON NBC-TV

TITLE:	CAESAR PRESENTS
TIME:	Three Mondays out of four, 8-9 p.m., EDT, beginning July 4, 1955
CAST:	Phil Foster, Bill Hayes, Barbara Nichols, Bobby Sherwood, Cliff Norton, Sid Gould
FIRST GUEST STAR:	Martha Wright
FORMAT:	Comedy and musical revue, with sketches and guest stars
PRODUCER:	Sid Caesar
STAGED BY:	Carl Reiner
ASSOCIATE PRODUCER:	George Charles
CAMERA DIRECTOR:	Grey Lockwood
ASSISTANT CAMERA DIRECTOR:	Bob Hartung
WRITERS:	Charlie Andrews, Selma Diamond, Lou Solomon, Sheldon Keller and Mike Stewart
MUSIC DIRECTOR:	Bernie Green
CHOREOGRAPHER:	Ted Cappy
SCENIC DESIGNER:	Herb Andrews
TECHNICAL DIRECTOR:	Bob Daniels
LIGHTING DIRECTOR:	Bob Davis
NBC EXECUTIVE PRODUCER:	Hal Janis
UNIT MANAGER:	Julian Bercovicci
SPONSORS AND AGNECIES:	American Chicle Company (Dancer- Fitzgerald-Sample, Inc.); Radio Corporation of America (Kenyon and Eckhardt); Lee, Ltd. (Erwin Wasey & Co.)

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NBC-New York, 6/30/55



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